

# Panel Discussion Webinar

Further Your Cause in  
Difficult Times:  
Virtual Fundraising Success  
Stories and Advice from  
Ronald McDonald House  
Charities® Chapters



# Agenda

- Welcome & Introductions
- What's Working Now
- What You Can Do To Further Your Cause
- Questions & Answers

# Panel Members



Lisa Suprenand

Executive Director  
Ronald McDonald  
House Charities®  
of Tampa Bay



Bill Soroachak

Executive Director  
Ronald McDonald  
House Charities®  
of the Coastal Empire



Soraya Rivera-Moya

Executive Director  
Ronald McDonald  
House Charities®  
of South Florida



Elyse Brown

Executive Director  
Ronald McDonald  
House Charities®  
Norfolk



Anna Semonco

Executive Director  
Ronald McDonald  
House Charities®  
Southwest Virginia



David Jost

Chief Marketing Officer  
& Moderator  
Arreva



# As a result of Covid19

## Challenges

- Limited resources
- Restrictions on volunteer participation
- Upcoming events
- Engaging with donors
- Fundraising
- Technology challenges
- Staff layoffs
- Lack of mobility

## Opportunities

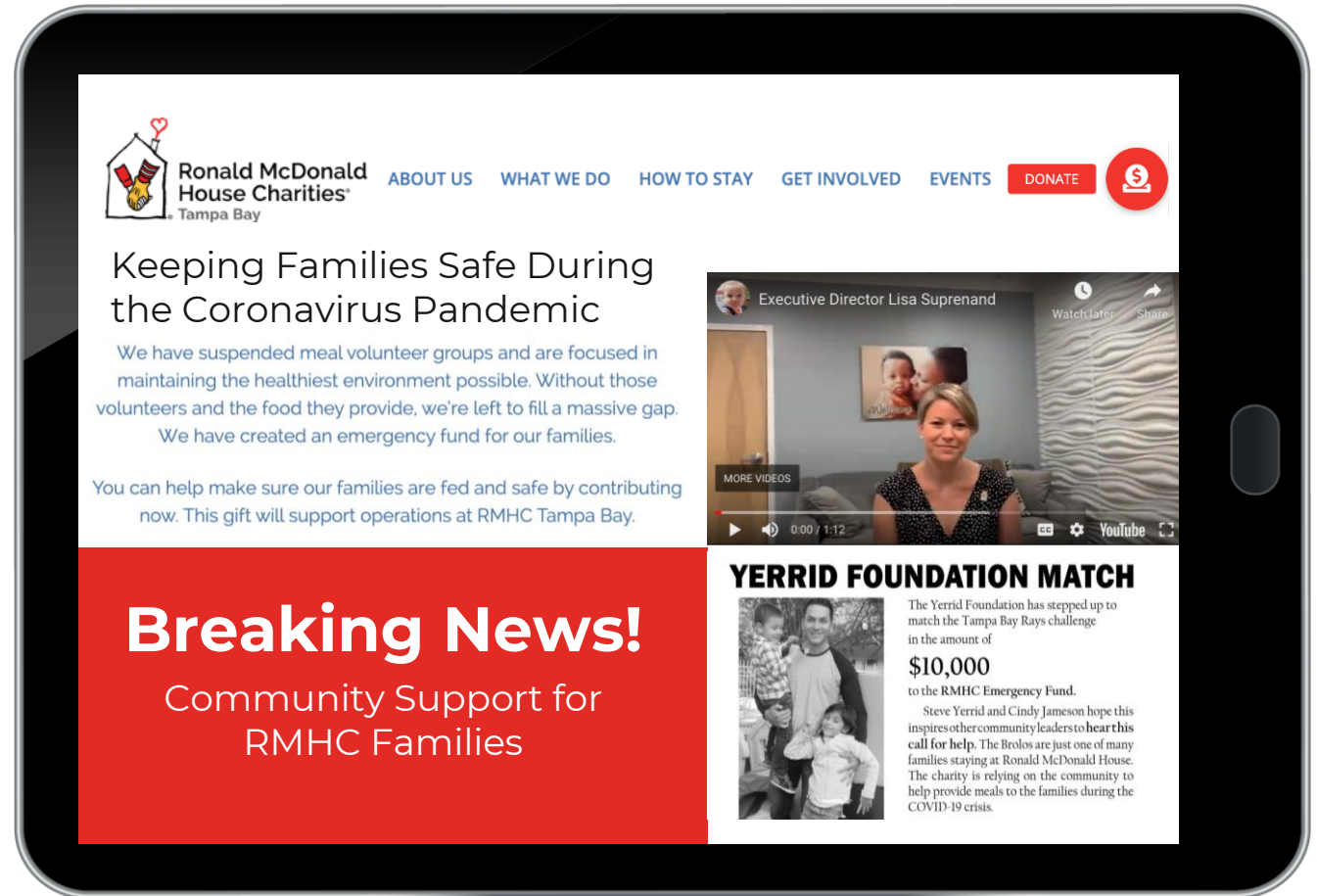
- Individuals and organizations motivated to help
- Pivot to virtual event
- Cloud-based
- Mobile
- Online fundraising
- Peer-to-peer campaigns
- Mobile fundraising
- Volunteer engagement
- Future opportunities in 2021

What's Working Now



# Ronald McDonald House Charities® Tampa Bay

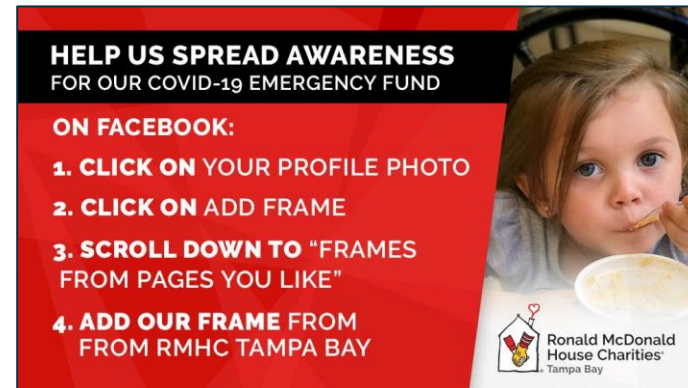
- Three of the four homes remain open
- Serves 700 meals per week (costs \$5,000/per week))
- Over a third of the budget was impacted during this time
- Online fundraising
- Matched giving
- Recurring giving
- Corporate Partners





# Ronald McDonald House Charities® Tampa Bay

- Rallied business partners and community donors for support
- Used peer-to-peer fundraising
- Expanded reach with social media
- Shared ongoing gratitude for constituents





# Ronald McDonald House Charities® Tampa Bay

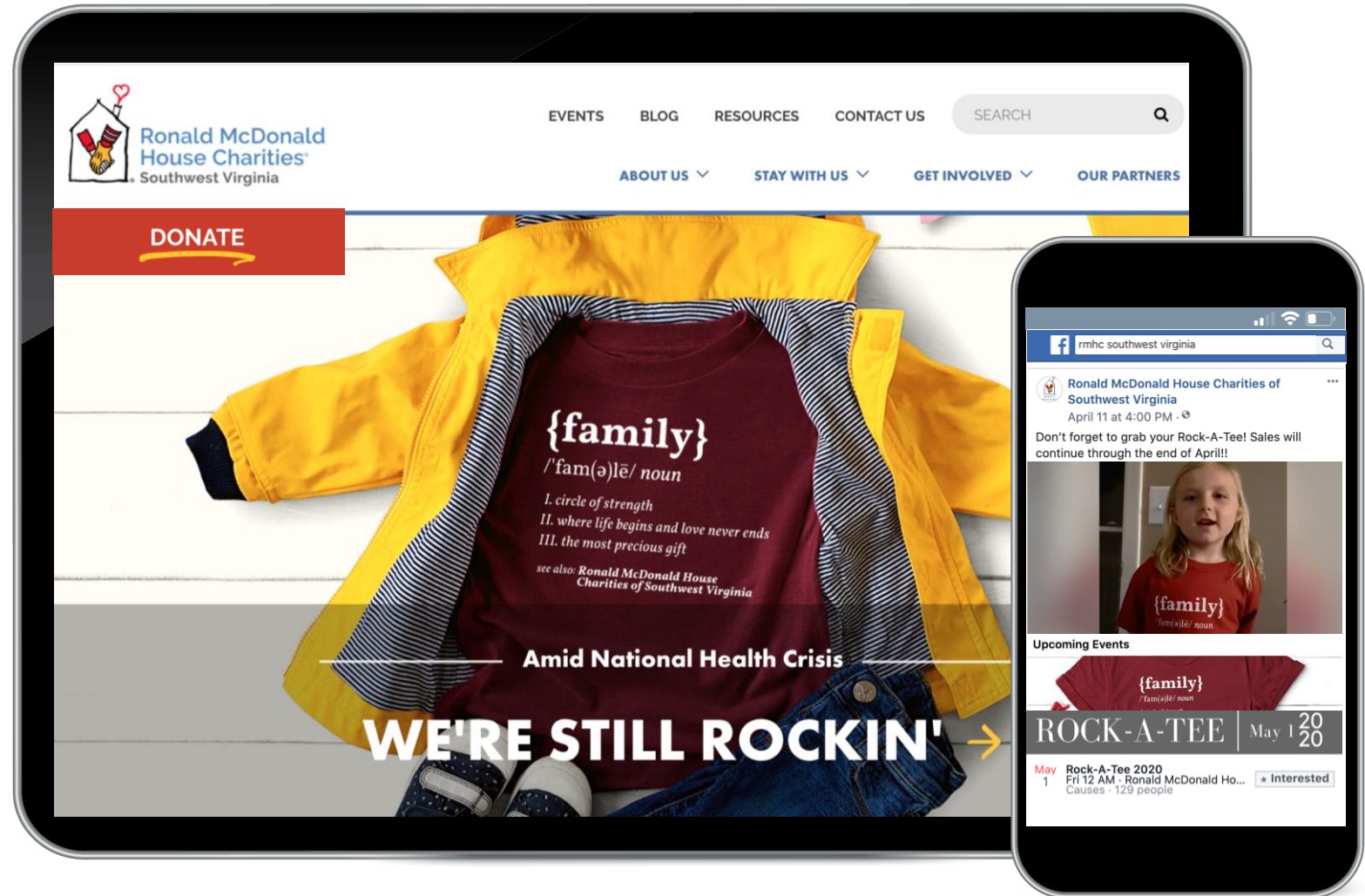
## Results

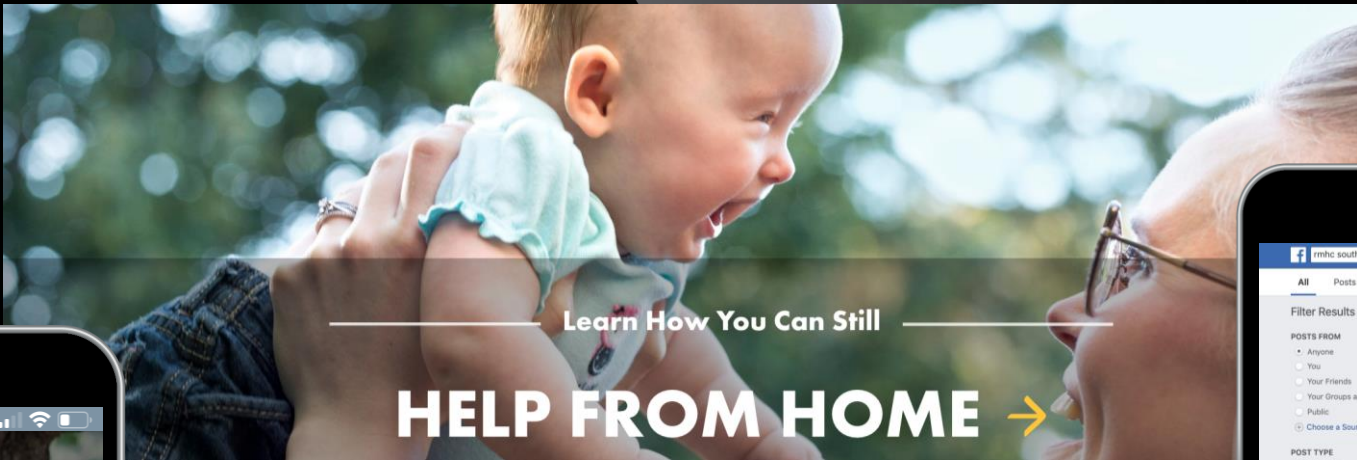
- 368 gifts for new campaign (216 new)
- Raised two thirds of their annual goal (\$330,000)  
(Personally called every sponsor/attendee who engaged over the past 2 years)
- Provided over 700 meals per week
- Great success with media and social influencers
- Found continued value in donor stewardship



# Ronald McDonald House Charities® Southwest Virginia

- Created an online event
- Used peer-to-peer fundraising and online donation webpages to promote the event and solicit donors for fundraising





donation helps provide all the comforts of home to families when they need it most. It costs Ronald McDonald House Charities of South Virginia more than \$100 a night per family to provide comfortable rooms, home-cooked meals, and other supportive services, but families asked to contribute \$15 per night. No one is ever turned away due to inability to pay thanks to friends and neighbors like you.

Gift

to the generosity of special people like you, donations make it possible for us to provide families of critically ill children a comfortable warm meals, and a home miles from home at no cost to them. Your generosity and support provides so much more than financial... it also brings joy, comfort, peace, and hope for the families we serve. Your donation truly is the gift of togetherness for these as they journey through some of their darkest days.

Give Joy: \$50



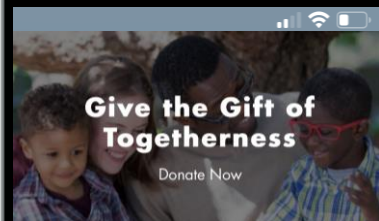
Give Comfort: \$100



Give Peace: \$200



Give Hope: \$500



**Donate Now**

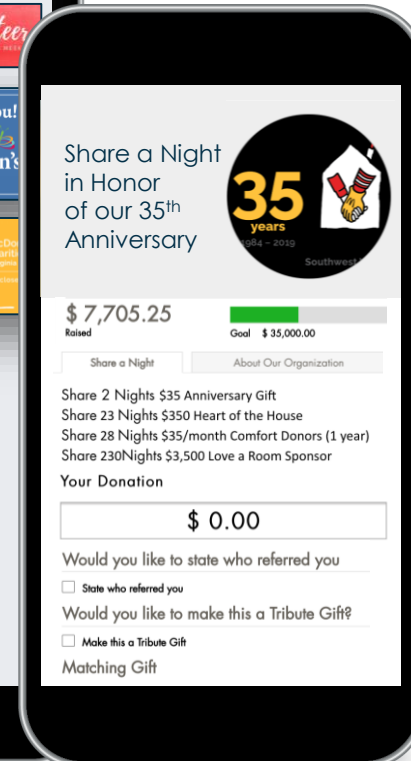
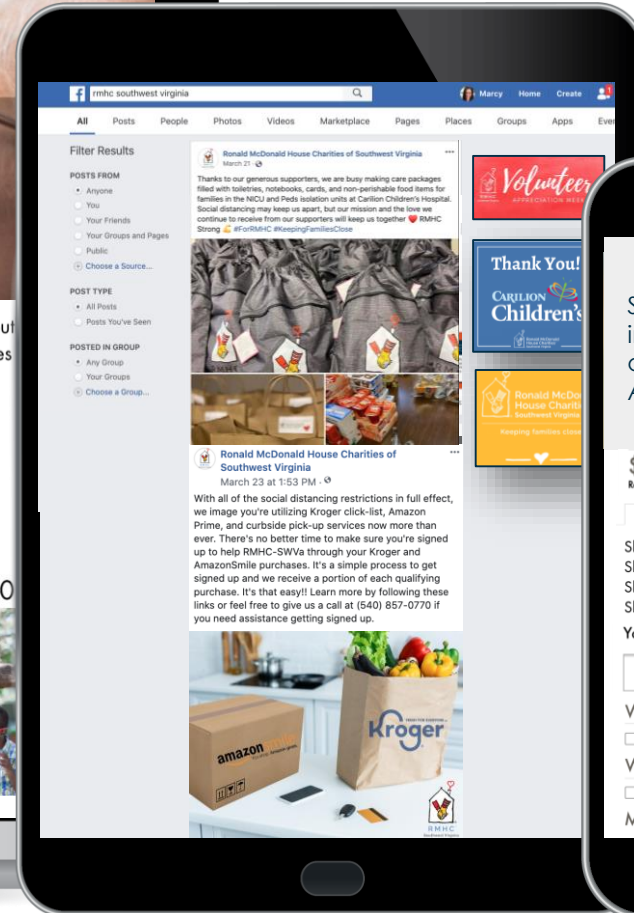
Amount

\$ 50.00

\$ 100.00

\$ 200.00

\$ 500.00



Online Donations - Mobile Fundraising - In-Kind Gifts



# Results

- We're Still Rockin' Results to Date
- Campaign Funds Raised >\$5,000
- Space reuse for Hospital
- Recurring Giving Contributions
- In-Kind Donations

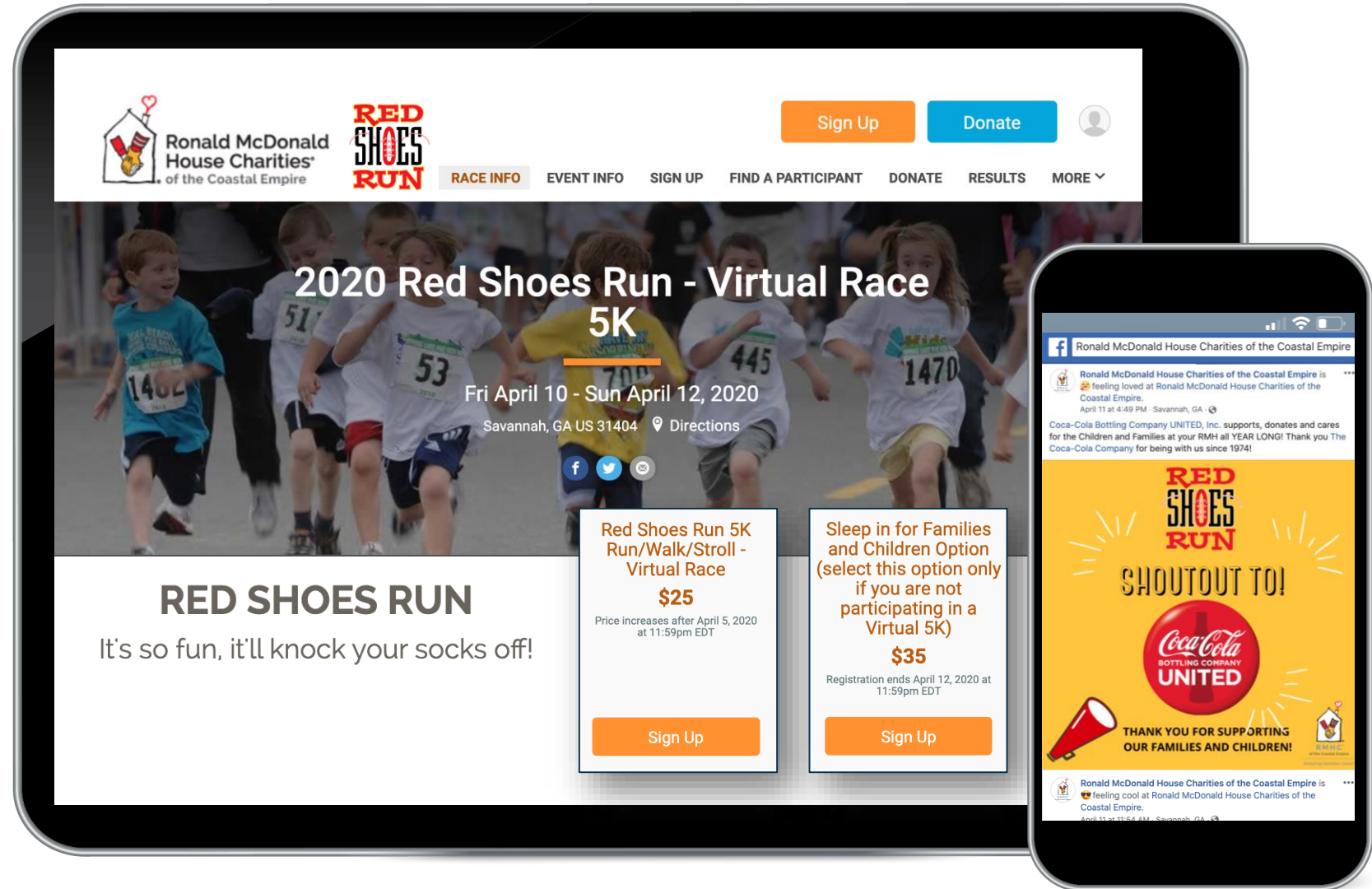
Ronald McDonald  
House Charities®  
Southwest  
Virginia

RONALD McDONALD  
HOUSE



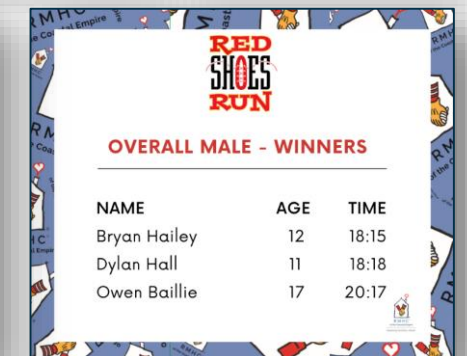
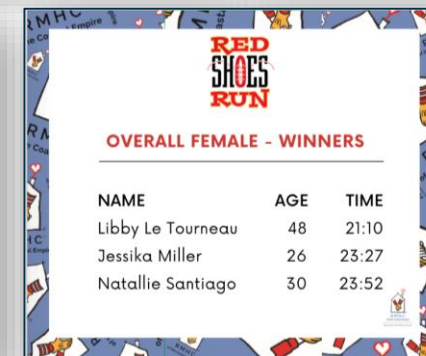
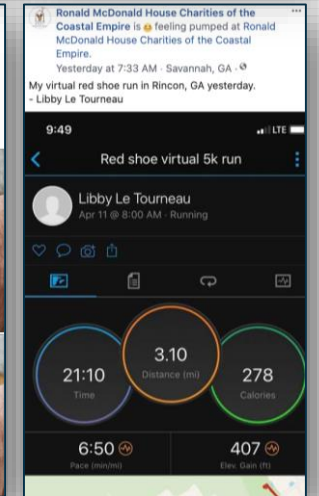
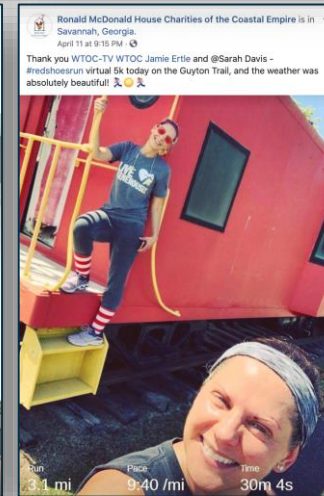
# Ronald McDonald House Charities® of the Coastal Empire

- Transitioned to a virtual event
- Tailored messaging for sponsors
- Added a Sleep-in option



# Ronald McDonald House Charities® of the Coastal Empire

- Made virtual event feel like a live event
- Engaged with volunteer runners and donors
- Goal was \$12,000
- Raised \$35,000 to date and still going
- Secured sponsors for the next event





# Ronald McDonald House Charities® of the Coastal Empire

- Collected online donations (10,000)
- In-kind donations
- Used funds raised to buy meals for house guests
- Supported local businesses partners





# Results

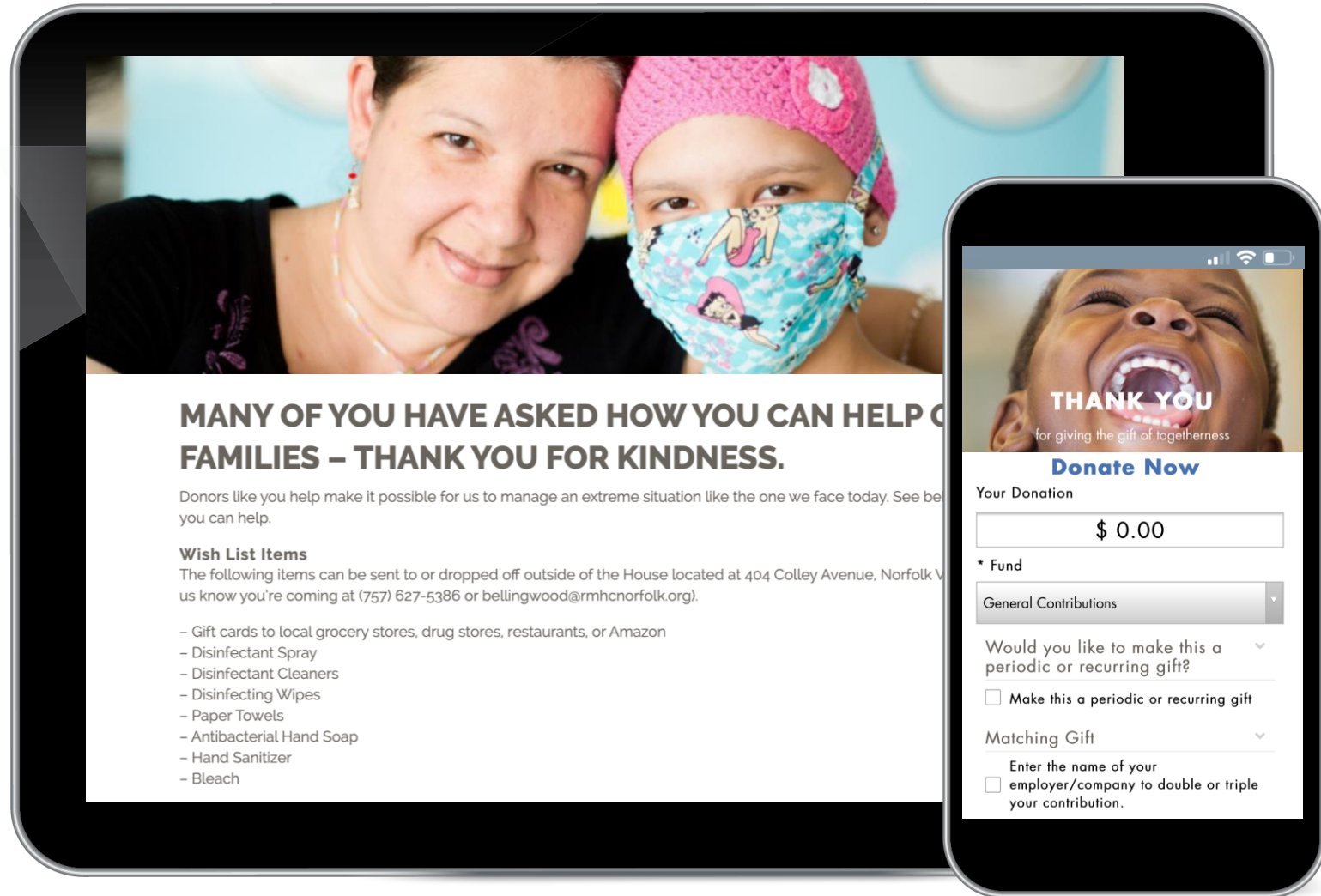
- Red Shoe Virtual Run  
Fundraising Goal: \$12,000  
Raised to Date: \$35,000
- Feed-a-Family Raised  
Raised to Date: \$10,000
- In-Kind Donations  
Valued at >\$3,000
- Secured Sponsors for Future Events  
Valued at >\$100,000

Ronald McDonald  
House Charities®  
of the Coastal  
Empire



# Ronald McDonald House Charities® Norfolk

- Easy to transition with integrated, all-in-solution
- Went from 3 fundraisers to one
- Used multiple online donation webpages
- Activated peer-to-peer fundraising campaign
- Communicated often to engage donors and past event attendees



# Results

## Ronald McDonald House Charities® Norfolk

- Ease of Transition
- Multiple Donation Webpages
- Memorial Giving
- General Giving
- Recurring Giving
- Peer-to-Peer Fundraising
- Importance of Donor Stewardship



## Ronald McDonald House Charities® of South Florida

- 6 of 31 rooms being used
- Partnered with local hotel for additional accommodations
- Followed hospital directives for Covid19 protocols
- Doubled housekeeping and security services



### I ♥ the Ronald McDonald House Charities of South Florida because...

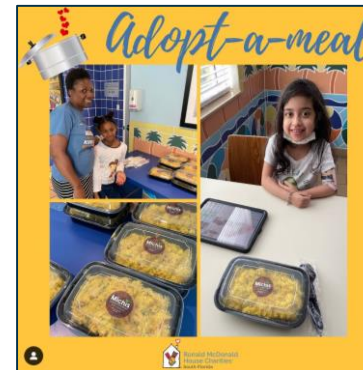
They gave me the best support a person can ever ask for when I most needed it!!! I wish and hope for the best to all the families I leave behind. Thank you to the whole team from the bottom of my heart!!! I will always be grateful, always.

Date: 03/23/20

# Ronald McDonald House Charities® of South Florida

- Provided meals and meal vouchers for families
- Used in-kind donations to support house operations
- Partnered with the hospital to educate the community

## Adopt-a-Meal Program



## Wish List Wednesday



## Outreach & Education





Take part in #GiveFromHomeDay on April 21, 2020

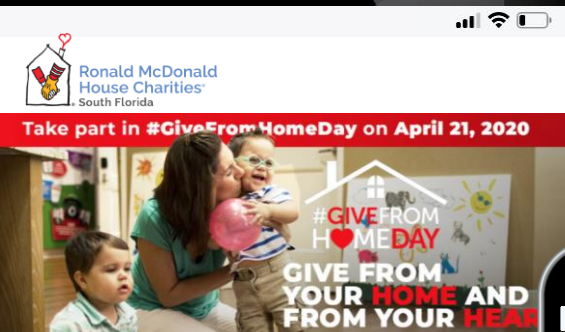


Donate Now

\$ 20.00	\$ 40.00	\$ 60.00	\$ 80.00	\$ 100.00
\$ 150.00	\$ 200.00	\$ 300.00	\$ 400.00	Other

our Donation

\$ 0.00



Ways to Give



SHARE  
A NIGHT  
FUNDRAISER



CREATE AN  
ONLINE  
FUNDRAISER

Give children the best gift of all, their family. By creating your very own "share-a-night" online fundraiser, we ask our families to donate \$25.00 per night, no family is ever turned away due to their inability to pay and you can make a difference by allowing parents and children to focus on getting well together during this difficult time in their lives. Click here to begin

[Start Now](#)

Want to start your own personal fundraiser for RMHC? Whether it's your work you want to host a walk-a-thon, car wash, wish to honor a loved one, you call others to donate to RMHC for any occasion by starting your own personal fund. It's easy and simple, click here to set your goal and get started.

[Start Now](#)



CONDUCT A  
FUNDRAISING  
EVENT



BECOME A  
CORPORATE  
PARTNER

Fundraising Guidelines

One way to help the Ronald McDonald House is by executing and hosting your very own fundraising event. Special people have special talents and we could easily have additional volunteers help raise funds for us. If you happen to have an idea and would like to execute it, contact the Executive Director for final approval. You can then move forward and start planning.

[Fundraising Procedures BROCHURE](#)

Play a key part in helping children heal and families stay together

Whether it's through monetary gifts, in-kind donations or volunteering, our corporate sponsors have been a vital part of helping us deliver comfort and care to children and families. We value partnerships to meet the goals of each corporate donor, also meeting our mission of improving the health and wellbeing of children and families. We want to extend our sincere gratitude for their generous support of past year. Not only have they helped fund our programs and services, they've helped the gift of their time, products and expertise.

TAKE ACTION NOW

Get Involved. Make A Difference.

Make a Pledge

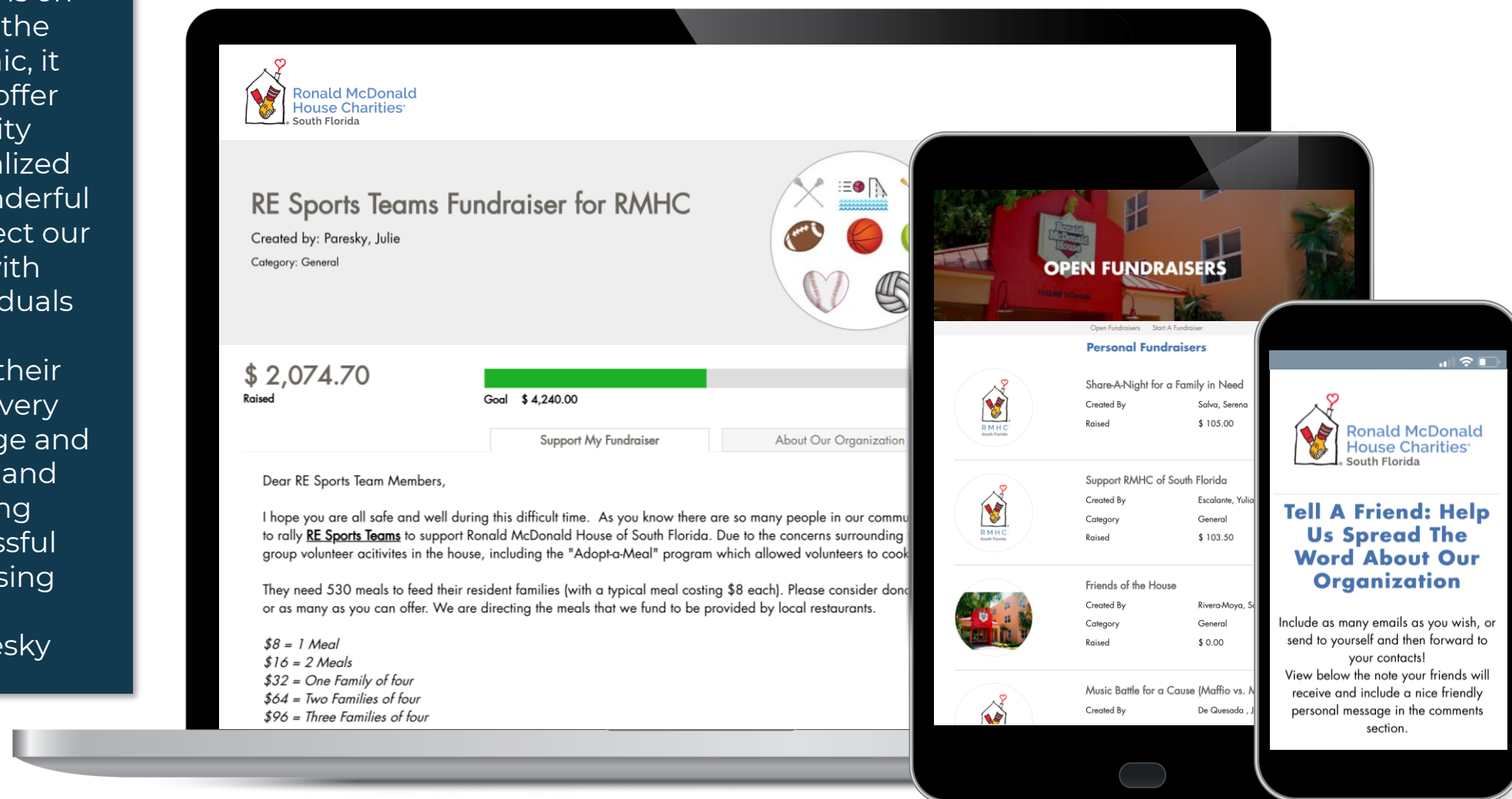
* Gift Name:	* Gift Reason:
Pledge Payment	12 6000 MEN 2018 SHARE A NIGHT
Campaign:	Rate:
Online Pledge	
Existing or New Pledge	
Create A New Pledge	
* Total Pledge Amount	* Fund
\$ 0.00	
* Number of Payments	* Estimated Amount To Pay
0	\$ 0.00
* Start date:	* Frequency:
04/20/2020	Annual
<input checked="" type="checkbox"/> Make First Payment Now?	<input checked="" type="checkbox"/> Auto-Pay
With Auto-Pay, the Payment Amount will be automatically processed according to the Number of Payments and Frequency you have selected, including the first payment.	

Unlimited Online Donation Webpages



“ Given the limitations on human contact with the Coronavirus pandemic, it has been difficult to offer connected community support. The personalized fundraiser was a wonderful way to directly connect our school community with RMHC and the individuals that they would be supporting through their contributions. It was very easy to setup the page and the design was clear and aesthetically appealing which led to a successful peer-to-peer fundraising effort. ”

Julie Paresky



# Ronald McDonald House Charities® of South Florida

## Results

- Raised \$20,000 to date  
(Note, \$10,000 from a new donor)
- Provides 70 meals/week
- Activated Peer-to-Peer Fundraising
- In-Kind Donations
- Give from Home Day (results TBD)
- Increased attention from media and social media influencers
- iHeartRadio event on May 1<sup>st</sup> as a result of current efforts



What You Can Do To Further Your Cause?





## Cultivate Donors

- Households and Orgs
- Gifts and Online Pledges
- Communications
- Strong Analytical Reports
- Memberships
- Campaigns
- Events
- Volunteers
- Grants
- Hospitality

## Leverage Client Services

- Client Success
- Data Migration
- Website Development
- Training
- Arreva Academy
- Technical Support

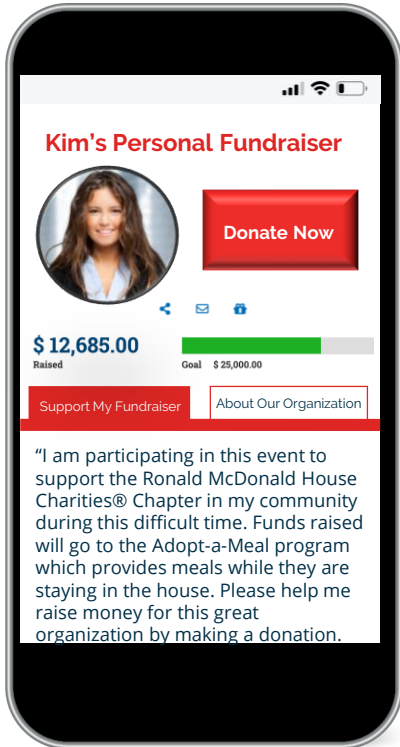
## Transform Fundraising

- Online Fundraising
- Mobile Fundraising
- Peer-to-Peer Fundraising
- Recurring Giving
- Matching Giving
- Grants
- Event Management
- Text2Fund
- Mobile Bidding
- Virtual Auctions
- Raise the Paddle
- Web Content Management
- Payment Processing
- Partner Integrations



# Mobile Solutions

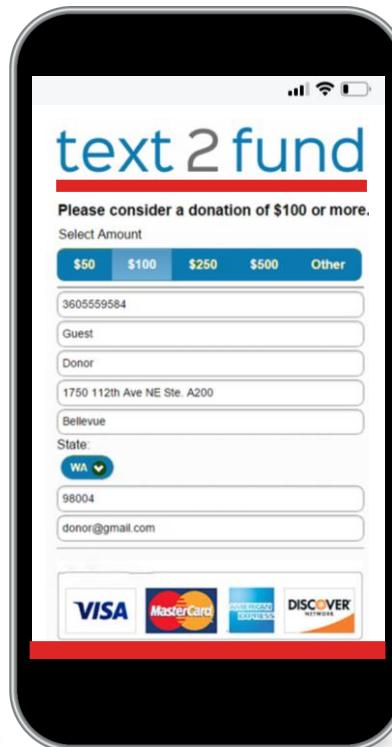
Peer-to-Peer



Online Donation



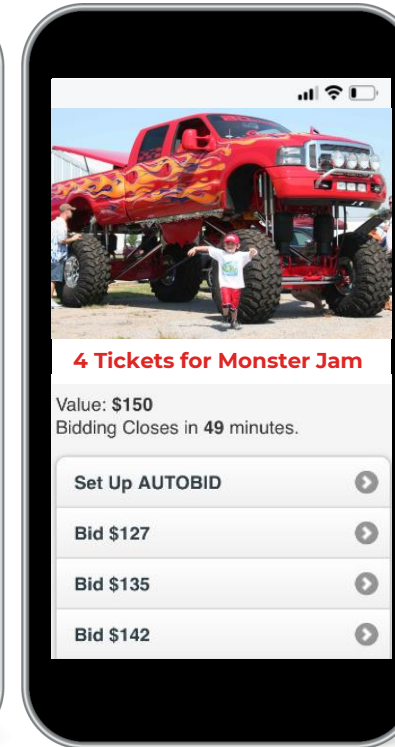
Text2Fund



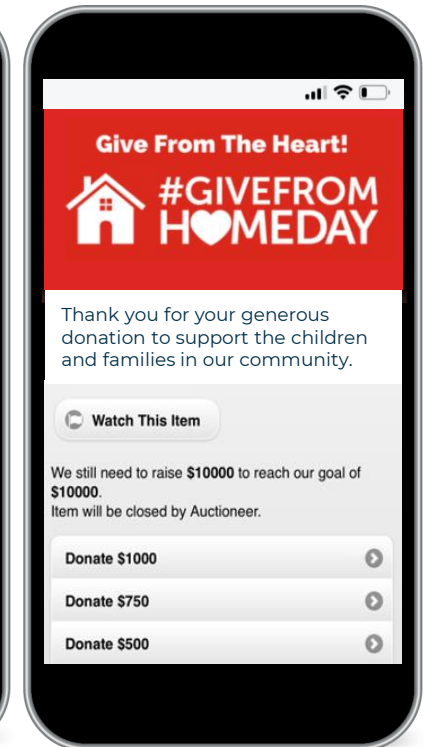
Online Store



Text2Bid



Raise-the-Paddle





# Enter to Win

A \$100

amazon

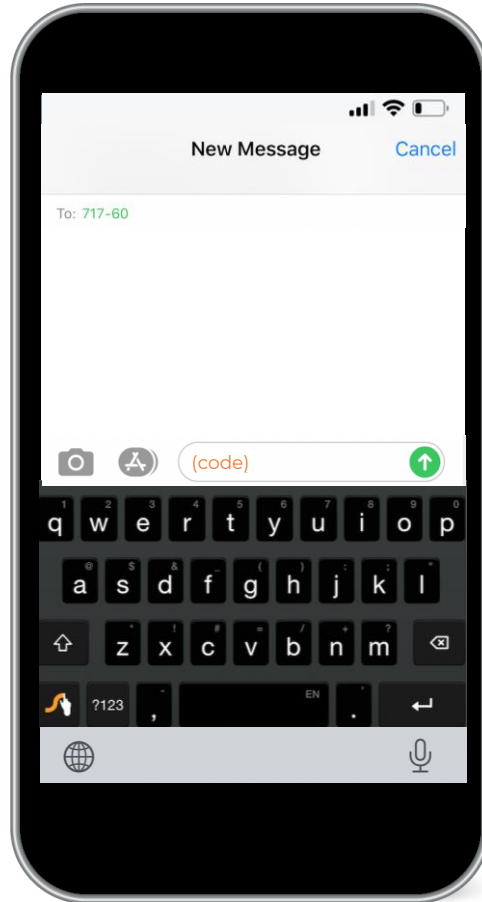
GIFT CARD

text **Further** to 71760



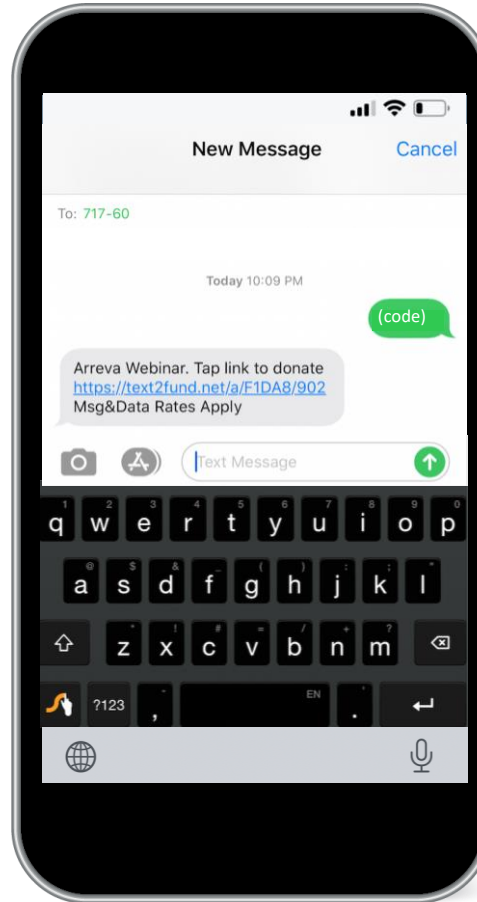
# Step 1

text (your code) to 71760



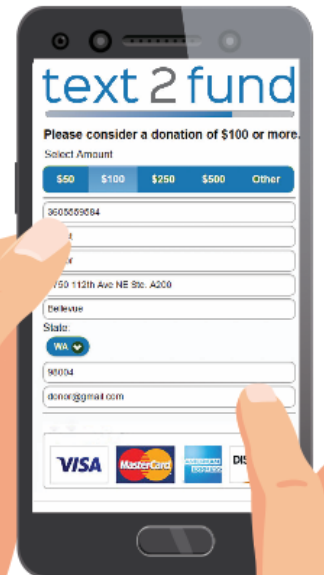
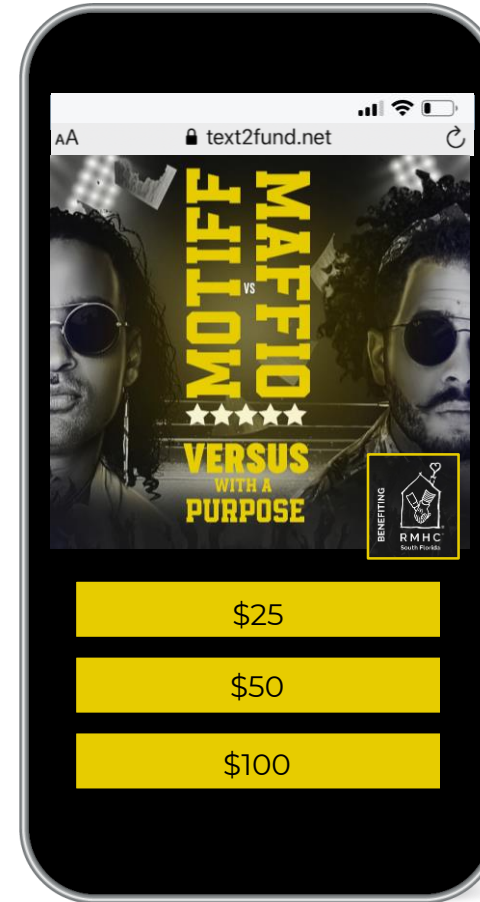
# Step 2

Click the link



# Step 3

Donate



# Questions



Arreva is the trusted advisor and market leader of fundraising and donor relationship management software. ExceedFurther, Arreva's All-in-One, Cloud-based, Integrated Solution, is helping thousands of nonprofits worldwide further their mission, transform fundraising, and cultivate relationships with donors and constituents.