



Proudly presented by



**Spare Some Love for Families like Ayden Cooper's from Little Catalina, NL
RMHC Guests since October 2023**



Fundraising Tips



Let's raise \$43,617 for RMHC NL!

It costs \$239 to host one family, for one night

If every Bowler raised \$239 each, above their teams registration fees, we could make this our best year yet!



Ryder Renouf, Cape St. George
Current RMHC NL guest, **272 nights and counting**



Weelo Leveque, St. Pierre et Miquelon
Stayed **585 nights** at RMHC NL



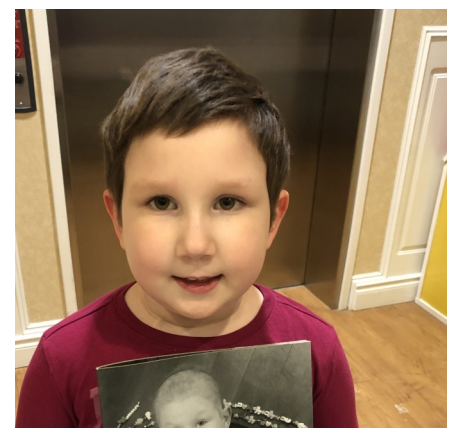
Michael Carroll, Labrador City
Stayed **489 nights** at RMHC NL



Josh Skinner, Massey Drive
Stayed **289 nights** at RMHC NL



Kaydee McIssac, Stephenville
Stayed **399 nights** at RMHC NL



Natalia Williams, Labrador City
Stayed **384 nights** at RMHC NL

Let's raise \$43,617 - the cost to host 1 family for 6 months!



RMHC
Newfoundland
& Labrador



It costs an average of **\$239** to care for a family each night. Families can contribute **\$15** per night. No family is ever turned away if they are unable to pay.

This is the impact of your donation in providing programs and services at RMHC NL

\$27 Could help provide a **meal** for a family in at the end of a long day

\$51 Could help provide a family with **quality time** watching a movie

\$83 Could help stock the playroom with **toys** and **games**

\$127 Could help stock the **kitchen pantry** with all the cooking essentials

\$239 Could cover the cost to care for a family for **one night**

\$478 Could cover the cost to care for a family for a **two nights**

\$1,673 Could cover the cost to care for a family for **one week**

\$3,346 Could cover the cost to care for a family for **two weeks**

*Average stay

\$7,269 Could cover the cost to care for a family for **one month**

\$21,808 Could cover the cost to care for a family for **three months**

\$43,617 Could cover the cost to care for a family for **six months**

\$65,426 Could cover the cost to care for a family for **nine months**

\$87,235 Could cover the cost to care for family for **one year**



Online Fundraising



Start a Personalized Online Fundraising Page at www.RMHC.ca

<https://www.rmhccanada.ca/fundraisers/spare-some-love-bowling-event-2024>

With an online fundraising page to support your efforts, you can collect donations easily and funds are sent straight to Ronald McDonald House Charities Newfoundland and Labrador. Supporters receive an instant tax receipt.

1. **Visit rmhc.ca** Click on fundraising, then active fundraisers. View “**Spare Some Love Bowling Event 2024**” or click on it <https://www.rmhccanada.ca/fundraisers/spare-some-love-bowling-event-2024>
2. On the right side, click on “Create Your Fundraiser”, make an account and sign in
3. Fill out the four sections:
 - Step 1:** Fundraiser Details: Your Fundraiser name (your name, or your team name), your goal, fundraiser description. **Information such as which RMHC Chapter you are supporting and fundraiser end date will be pre-filled with our event info and cannot be changed.
 - **Step 2:** Upload an eye-catching image or video to your campaign. Perhaps a photo of why you are golfing or one from the past tournament for RMHC you attended
 - **Step 3:** There isn't anything needed here as you are making a campaign under the main campaign, proceed to step 4
 - **Step 4:** Review. Make sure all the information is correct and that everything looks good. You are ready to publish your fundraiser and start raising funds!

Once your fundraiser is live, start sharing it around and raise as much as you can!

Complete a Pledge Sheet

If online fundraising isn't for you, we have offline pledge sheets including in your Fundraising Kit. If you or your team needs additional pledge sheets, please contact Heather Butler at heatherbutler@rmhcnl.ca or (709) 733-5073

Pledge sheets can be returned to RMHC NL prior to the event or at the event at Plaza Bowl for March 24, 2024



Templates



IN PERSON: Ask people to sponsor you. Ask your coworkers, your neighbors, your family members to sponsor you

SENDING EMAILS: Sending emails to family and friends is one of the most successful ways to fundraise. Pick from one of our email templates (or create your own), select your recipients, and send. It's that easy! You'll be able to send more emails (and raise more money!) than ever before!

SOCIAL MEDIA: Posting on social media is a quick and easy way to reach a large number of people. Share your fundraising goal and ask for help reaching it. Don't forget to include your online fundraising page link.

EMAIL TEMPLATE

Subject line *[short and compelling, avoid CAPS and Exclamations]:*

Dear *[insert name],*

You might have heard that I am fundraising to support the program and services offered to sick children and their families at Ronald McDonald House. This charity is very important to me because *[supply a personal reason that appeals to the reader's emotions].*

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of *[insert dollar amount].*

Would you be willing to make a contribution to my fundraiser? A gift of any amount would be greatly appreciated. To donate, simply click the link to my fundraiser below:

[Insert link to your personalized fundraising page]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my goal.

I'd love to talk to you more about my fundraiser and participation in the annual FORE the Families Golf Classic, so please don't hesitate to reach out.

Sincerely,
[Your name]

SOCIAL MEDIA TEMPLATE

You might have heard that I'm fundraising to support the program and services offered to sick children and their families at Ronald McDonald House. This charity is very important to me because *[supply a personal reason that appeals to the reader's emotions].*

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of *[insert dollar amount].*

Would you be willing to make a contribution to my fundraiser? A gift of any amount would be greatly appreciated. It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my goal.

To donate, simply click the link to my fundraiser below:

[Insert link to fundraising page]

How to Raise \$1000 in 10 days!

You've set up your fundraiser – congrats! Now the fun begins!
Here are **10 easy steps** to help you get on a fundraising roll and help keep more families together and close to their sick child in hospital.



Day 1: \$50

Day 1: Self donation

Start by making a donation to your personal goal. This increases the chance that others will donate too!

Day 2: Email

Ask 10 friends to donate \$10 each to your fundraiser to raise an additional \$100!

Day 2: \$150



Day 3: \$250

Day 3: Get social

Share your fundraiser on your social channels and if 4 friends donate \$25, that's another \$100!

Day 4: Company options

Ask 6 colleagues to sponsor you for \$25 each for another \$150.

Day 4: \$400



Day 5: \$550

Day 5: Matchy matchy

Ask your company to match what you've raised amongst your colleagues!

Day 6: Let's celebrate!

Have a birthday, anniversary or another celebration coming up? Ask for donations instead of gifts and see if you can raise another \$200 for your fundraiser.

Day 6: \$750



Day 7: \$850

Day 7: We are family!

Ask 5 close family members to donate \$20 each for another \$100.

Day 8: Neighbourly love

Ask 5 neighbours to donate \$10 each to raise an additional \$50!

Day 8: \$900



Day 9: \$950

Day 9: Community spirit

Ask 10 fellow club members or teammates if they will contribute \$5 each to your fundraiser.

Day 10: The final stretch

Only \$50 to go! Share your fundraiser on your social channels once more and challenge your family and friends to help you reach your goal.

Day 10: \$1,000



Done! You've Raised \$1,000.



RMHC
CANADA



Incentives



Fundraising Incentives are awards to teams for raising funds above their team registration.



Earn RMHC NL Clothing OR McDonald's Gift Cards !

<p>Teams that Raise \$489+</p> <p>The cost to host 1 family for 2 nights</p>	<p>Receive 4 RMHC NL Striped Toques</p> <p>Or </p> <p>\$40 McDonalds Gift Card</p>	
<p>Teams that Raise \$956+</p> <p>The cost to host 1 family for 4 nights</p>	<p>Receive 4 RMHC NL Sweatshirts</p> <p>Black, Red or White </p> <p>Or</p> <p>\$100 McDonalds Gift Card</p>	
<p>Teams that Raise \$2390+</p> <p>The cost to host 1 family for 10 nights</p>	<p>Receive 4 RMHC NL Jackets</p> <p>Black or Graphite </p> <p>Or</p> <p>\$200 McDonalds Gift Card</p>	

(Items may not be exactly as shown)

PLUS!

- Prizes for the Team that raises the most money !
- Prizes for the individual that raises the most money
 - Adult, and
 - Youth (under 16)



Sponsorship



We are committed to doing even more to help families with sick or injured children. We invite you to do the same through the form of sponsorship.

Together, we have the ability to serve a greater number of families who need the care and comfort provided by Ronald McDonald House Charities Newfoundland and Labrador.

Sponsorship Opportunities

Bronze "Gift of Hope" (Exclusive Lane) Sponsor (\$239 - 36 available)

- Opportunity to have product sampling as prize or giveaways, or item in registration bags for all participants
- One Highly visible corporate signage exclusively displayed at a Bowling Lane at Plaza Bowl during event day to be seen by up to 150 participants
- Ronald McDonald House will prepare and place signs
- Company name and Sponsorship Level listed on Event Program which is shared with approximately 150 bowlers and volunteers
- Company name on website event page and Ronald McDonald House Facebook page
- Opportunity for first right of refusal in the following year



For more information about sponsorship opportunities, please visit <https://rmhcnl.ca/events/community-events/spare-some-love-bowling-event/>



Fundraising Tips



Here are some easy fundraising ideas & tips to help you get started:

IN PERSON & ONLINE

- **Ask Everyone!** - The #1 reason people don't give is because they were not asked. Ask us for pledge sheets or help setting up an online fundraising page. Request a donation from family, friends, coworkers, neighbours, businesses you frequent etc.
- **Start Strong!** - Start your pledge sheet with those you think will give the most generous donation, this will encourage others to follow suit. Or pledge yourself first, then ask others match your donation.
- **Corporate Sponsorship**—identify one or several large companies you have relationships with and contact them directly. They may be willing to make a generous donation. We are happy to assist with this process.
- **Recruit**—Ask close family and friends to take your pledge sheet to work, classes, etc. with them so they can ask people they know. Ask them to share your online fundraising page.
- **Use Social Media**—Post your online fundraising page link on Facebook, Twitter and other social media sites. Share it through your email.

AT THE OFFICE/SCHOOL

- **Have a "Casual Friday"** - those participating would donate directly to you or your team in order to wear jeans, (or our signature socks) on Fridays
- Have a **Spirit Day**—for \$2, \$5 or any amount individuals can participate in a fun Spirit Day— (Team Jerseys, theme day etc)
- Hold a **bake sale** or **silent auction**
- Put a **donation can** up in your office/classroom. We can provide cans.
- Hold a **Lottery**—Ex. Weekly 50/50 draw, themed basket draw on a donated prize etc (we will help with required licence and tickets)
- Ask your employer/school if they will **match** your fundraising total. It's a quick way to double your donation!

GIFT AMOUNT IMPACT

\$27 Could provide a meal for a family at the end of a long day

\$51 Could provide a family with quality time watching a movie

\$83 Could stock the playroom with toys and games

\$197 Could cover the cost to host a family for one night when staying at Ronald McDonald House

Don't forget to celebrate your success and give yourself a big pat on the back! Every dollar raised will help sick children and families who stay at Ronald McDonald House Charities® Newfoundland and Labrador.