

# WINTERLAND

– Invitational –



## FUNDRAISER TOOLKIT

MARCH 2021

# WHY SUPPORT RMHC ALBERTA?

2019



1,154

FAMILIES STAYED AT A  
RONALD MCDONALD  
HOUSE® IN ALBERTA



23,595

NIGHTS OF COMFORT  
WERE PROVIDED  
TO FAMILIES



194

COMMUNITIES WERE SERVED  
ACROSS THE PROVINCE  
FROM ABEE TO WOKING

**When a child is sick, nothing is more important than family.**

RMHC Alberta is more than just a roof over our families' heads; it is an essential service, vital to the continuum of family-centered care and critical to how pediatric health care is delivered in our province. Our Houses in Calgary, Edmonton, Red Deer (and soon-to-be Medicine Hat) are not a nice to have; they are a must have. Over 65% of families live outside of a city with a children's hospital. RMHC Alberta alleviates the financial, emotional, and physical burdens placed on families who must travel long distances for the specialized care their sick or injured child needs. **When a child is sick, the whole family is sick.** RMHC Alberta understands this and is the bridge to quality health care by supporting the whole family throughout their medical journey.



In 2019, we had **8,945 volunteers** at RMHC Alberta signature events.



# WINTERLAND

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## PROVINCIAL WINTER FUNDRAISER

HOCKEY, CURLING, SKIING, SKATING,  
SNOWBOARDING, SNOWSHOEING & MORE

ENJOY YOUR FAVORITE WINTER ACTIVITIES  
IN SUPPORT OF RMHC ALBERTA

COVID-19 has presented us with an opportunity to re-imagine this winter event. We wanted to find a way to bring our hockey and curling communities together safely and still raise much-needed funds in support of RMHC Alberta families. Due to current restrictions, we have decided to open this year's fundraiser to all winter activities. As such, we have merged two past signature events: Freeze the House & Winterland Invitational.

Winter is a great time to get outside and safely enjoy socially distanced physical activity. Whether you're on the ice, on the slopes, snowshoeing or enjoying another favorite winter activity, we encourage you to do so in support of RMHC Alberta.

**Hockey** - Shoot some pucks or practice on a community rink, lake or pond - where current COVID restrictions allow.

**Curling** - Book some practice ice time at your local curling club! Where current COVID restrictions allow.

**Winter Activities** - Get outside and enjoy your favorite winter activity - skating, skiing, snowboarding, snowshoeing, sledding, tubing, or even building a snowman! All in support of RMHC Alberta. Where current COVID restrictions allow.

Each of these activities helps support Ronald McDonald House Charities Alberta and the many families who must travel across the province to access medical treatment for their sick or injured child.



## Set up your personal pledge page

For step by step instructions on how to set up your personal pledge page on Race Roster, please follow this link:

<https://support.raceroster.com/hc/en-us/articles/214591003-How-do-I-set-up-my-personal-pledge-page->

## Set up your team on Race Roster

For step by step instructions on how to set up your team on Race Roster, please follow this link:

<https://support.raceroster.com/hc/en-us/articles/213155766-How-do-I-create-a-team->

## Share your pledge page

Now that you have created your pledge page, it's time to share it!

- 1 Go to the Winterland Race Roster registration page**  
<https://raceroster.com/events/2021/35458/rmhc-alberta-winterland-invitational>
- 2 Click "Pledge Participant"**
- 3 Search for your pledge page**  
by entering your first name OR last name OR email address in the search bar and hit the search icon
- 4 Find your name and click the pledge button to the right**
- 5 Find the 3 social buttons on your pledge page**  
for Twitter, Facebook and Email. Click to share on different mediums.
- 6 Share your page with family and friends!**

Individuals who raise \$100 or more will receive RMHC mittens.

### Top 3 individual fundraising prizes

- PS5 and \$500 in gaming gift cards
- \$1,000 in grocery cards
- \$500 in McDonald's gift cards

### Top team prize

- \$500 in McDonald's gift cards

### Passport draw prize

- Family fun basket (valued at \$1,000)



# Winterland Passport

Complete each action in the passport below. Share a photo of you & your completed passport on social media [#WinterlandInvitationalAB](#) to be entered into a draw for a Family Fun Basket valued at \$1,000.

 MAKE A PERSONAL DONATION	FUND RAISE \$100 	COMPLETE AN ACT OF KINDNESS	COMPLETE YOUR WINTER FUNDRAISING ACTIVITY 
BUY A RAFFLE TICKET OR SHARE THE LINK 			SHARE RMHC WISH LIST 
ASK FIVE FRIENDS TO REGISTER OR DONATE	 SHARE ON SOCIAL MEDIA WHY YOU'RE FUNDRAISING	PERSONALIZE YOUR FUNDRAISING PAGE	CHECK OUT OUR VIRTUAL AUCTION 

Tag & share a photo of you with your completed passport [#WinterlandInvitationalAB](#)

Deadline to complete passport is March 31<sup>st</sup>.



**Virtual auction starts March 1<sup>st</sup>**

<https://can.givergy.com/RMHCwinter>

# Fundraising tips & ideas

- Set your fundraising goals
- Personalize your fundraising page & share your why
- Don't forget to support your own fundraiser & donate to your own cause
- Create a list of everyone you'd like to reach out to
- Share on social media with an ask
- Email your contacts and include your link
- Find out if your employer has a charity matching program or would like to make a donation
- Set up a challenge between departments
- Make an ask!



**Remember** - you are not just asking people to give you money, you're asking for support for a cause that's important to YOU. By participating in an event, you're giving people an easy way to show their support for you and your cause.

## Ideas for your Winterland fundraiser

**Below are some ways you can enjoy your favorite winter activity while fundraising for RMHC Alberta families:**

- ✓ Set a specific distance challenge - ie. snowshoeing 30 Km in the month of March
- ✓ Create a specific time challenge - ie. 10 hours of skating in the month of March
- ✓ Explore Alberta - try 3 different X Country ski trails or skating ponds
- ✓ Puck challenge - shoot 500 pucks in the month of March
- ✓ Catch 10 fish while ice fishing in the month of March
- ✓ Complete 7 runs on the ski hill or a weekend of snowboarding
- ✓ Build a snowman or igloo with your family
- ✓ Try out 4 different toboggan hills

**Winterland fundraising deadline is April 12, 2021 at midnight.  
All donations of \$20 or more qualify for a tax receipt.**

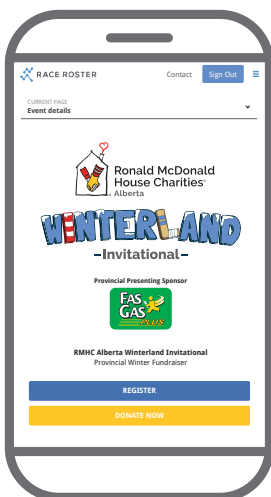


# WINTERLAND

## – Invitational –

**March 1 – 31, 2021**

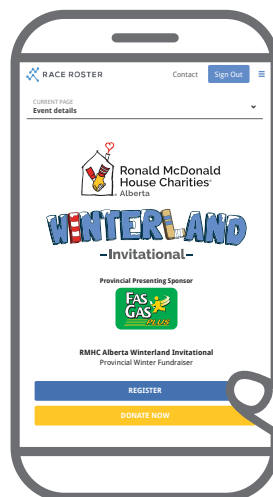
### Here's how to register:



#### Step 1:

Visit our event website here:

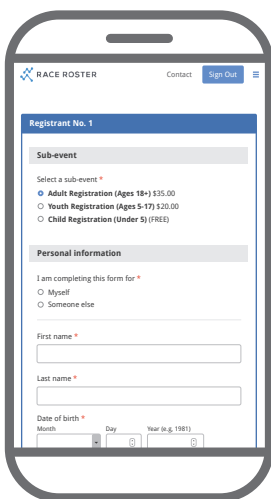
<https://raceroster.com/events/2021/35458/rmhc-alberta-winterland-invitational>



#### Step 2:

Hit the register button, create a new account. Team managers must register and pay for team.

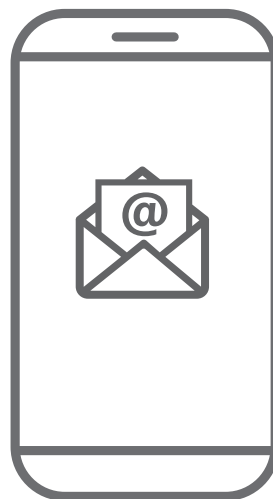
*Tip: please order socks for your whole team.*



#### Step 3:

Fill out the registration form and complete checkout.

*Tip: you can register family members or other people by hitting the "Add Another Registrant" button at the bottom of the page.*



#### Step 4:

Once registered check your inbox for tip on setting up your team fundraising page.

Team members can also register for free to set up a individual fundraising page once your Team Captain has paid and registered.

*Tip: we have great individual and team fundraising prizes*



# We are here to help!

RMHC Alberta has a team of dedicated individuals and resources available to assist you with your fundraising efforts. Please visit **[rmhcalberta.org](http://rmhcalberta.org)** for more information or email **[oskiba@rmhcalberta.org](mailto:oskiba@rmhcalberta.org)**.



## Fundraising Expertise

We will share our fundraising advice and ideas to assist you with your event and ensure that it is successful.



## Materials

We can provide you with appropriate forms, information and background materials to support your fundraising efforts.



## Mission Videos

Check out some inspiring videos that highlight our mission. These videos tell the stories of some of the many RMHC Alberta families that we serve:

**Kyler's Story** <https://youtu.be/dVTC1u27tCY>

**Mama Bear** <https://www.youtube.com/watch?v=We08Hplyeq8>

**More than a House** <https://youtu.be/Js0bjFL-08A>



## Charitable tax receipts

We will provide charitable tax receipts for donations of \$20 or more.

## Drop off your pledge form with cash and cheques to one of the four Ronald McDonald Houses:

**Calgary** – 111 West Campus Place NW, Calgary

**Red Deer** – 5002 39 St, Red Deer

**Edmonton** – 7726 107 St NW, Edmonton

**Medicine Hat** – 569 4 St SW, Medicine Hat





Participant/Team Name: \_\_\_\_\_

# Winterland Invitational Pledge Form

Tax receipts will be issued for donations \$20 and higher if tax receipt is indicated. Tax Receipts will be issued if complete address is provided. Please include all cash and cheques with this form when you drop off. Please make all cheques payable to Ronald McDonald House Charities® Alberta.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other \_\_\_\_\_

_____ Donor's Name		_____ Mailing Address		_____ Pledge Amount
_____ Phone Number		_____ Email Address		_____ Date Received
<input type="checkbox"/> I would like to receive E-updates from RMHC Alberta				
<input type="checkbox"/> Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Credit Card				
_____ Name on Card	_____ Card Number	_____ Expiry (mm/yy)		Tax Receipt: <input type="checkbox"/> Yes <input type="checkbox"/> No

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other \_\_\_\_\_

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_____ Name on Card	_____ Card Number	_____ Expiry (mm/yy)		Tax Receipt: <input type="checkbox"/> Yes <input type="checkbox"/> No

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other \_\_\_\_\_

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