



DIY Fundraising Promotion and Brand Guidelines:

- The activity will be promoted and conducted in a manner to avoid the appearance of the RMHCRRV endorsing any product, firm, organization, individual, or service.
- The RMHC-RRV reserves the right to decline association with any third-party when it believes that such association or fundraising activity may have a negative effect on the reputation of RMHC-RRV or the activity is contrary to our mission.
- Any use of the RMHC-RRV name or logo is subject to the prior approval of the RMHC-RRV before use. The logo must not be altered or modified in any way, nor shall a sublicense be granted to any other person.
- Advertising, promotion, and associated materials must state that the proceeds of the activity will benefit RMHC-RRV, but should not imply or state that RMHC-RRV is the host, sponsor, or endorser.
- RMHC-RRV is happy to help promote your event on our social media and other appropriate marketing outlets provided you fill out the form on our website at least 1 week prior to the event.

Other Fundraising and Expense Information:

- Please be sure to pay your expenses for your event before giving the proceeds to RMHC-RRV. Once the funds have been donated to RMHC-RRV, they cannot be utilized to pay DIY fundraising event expenses.
- We ask that you deliver proceeds to RMHC-RRV within 30 days if possible.
- If tax deductibility questions arise, we recommend that you seek additional information. If checks at your event are made out directly to Ronald McDonald House Charities of the Red River Valley, they should be tax-deductible.