



Champions of Light Guidebook

Champions Guidebook

Your Champions of Light how-to Guidebook on how to make the most out of your fundraising efforts for Ronald McDonald House Charities of Nashville.

Your Peer-to-Peer Classy Fundraising Campaign

Your personalized fundraising page in Classy has already been created for you! You will get email notifications anytime someone donates to your page.

[Click here](#) to view the Champions of Light landing page.

Have Classy questions? Email Elle at Elle@rmhcnashville.com

Have general Champions of Light questions? Email Hannah at Hannah@rmhcnashville.com or Liz at Liz@rmhcnashville.com.

Link your Fundraising Page to a Facebook Fundraiser

Fundraisers who link their pages to a Facebook fundraiser earn on average six times more donations than those who only use their Classy fundraising page. Learn how to quickly create a Facebook fundraiser that is automatically linked to your existing fundraising page.

Social Media and Email Templates

Customize pre-made graphics and copy to encourage your supporters to help you become the Brightest Bulb in the Box!

Download email and social media templates

Using the Canva social media templates below is a quick and free way to customize pre-made graphics. Just upload your photo into Canva and pop your photo into the circular frame (currently with a placeholder stock photo). You should also edit the URL on the Instagram post to reflect your unique Champion of Light fundraising page URL.

Facebook/LinkedIn Post Canva Template:

https://www.canva.com/design/DAGV6cHgZNI/p3GcHsh1axPxC23RCxwGQ/view?utm_content=DAGV6cHgZNI&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Instagram Post Canva Template:

https://www.canva.com/design/DAGV6fd23_M/S-k-iyJ2-mXGpzekkF3s3A/view?utm_content=DAGV6fd23_M&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Instagram Story Canva Template:

https://www.canva.com/design/DAGV6SYigUc/mtbb-uWDUI-t36KLsSpFpQ/view?utm_content=DAGV6SYigUc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Need help with Canva? Email **Hannah at Hannah@rmhcnashville.com** and she can create your social templates for you!

How to talk about Ronald McDonald House Charities of Nashville

The mission of Ronald McDonald House Charities of Nashville is at the core of why you're fundraising. Here are some key talking points about RMHC of Nashville so you can let your supporters know how their dollars are helping.

RMHC of Nashville's Mission: Ronald McDonald House Charities of Nashville mission is to "keep families close" by providing essential resources and a home-away-from-home for families of critically ill children receiving inpatient or outpatient medical care at Nashville area hospitals.

The Ronald McDonald House provides a "home-away-from-home" for families of seriously ill children who need a place to stay while their child receives treatment at an area hospital. A family may stay at our House whether the child is hospitalized or receiving outpatient treatment.

Each family that checks into the House has a private guest bedroom and access to amenities such as laundry facilities, two different playrooms, two kitchens, a library, and an outdoor playground. **A meal is served every day.**

Ronald McDonald House Charities of Nashville also operates a Ronald McDonald Family Room® located in the Monroe Carell Jr. Children's Hospital at Vanderbilt. The Family Room provides a quiet, peaceful space where families can rest and unwind -- located just steps away from the pediatric intensive care units.

Looking for more giving inspiration? Start here!

[Peer-to-Peer Fundraising Tips | 10 Extraordinary Tips \(classy.org\)](#)

[Peer-to-Peer Fundraising Email Template | 9 Tips Increase Donations \(classy.org\)](#)

[8 Surefire Ways to Run a Successful Fundraising Campaign | Classy](#)

[Peer-to-Peer Fundraising 101 – The Ultimate Nonprofit Guide \(donorbox.org\)](#)