

House Takeover

(Available Year-Round)

Overview

You are invited to 'takeover' the House for the **day, week, or even the month!** Just like any household, there are power bills, gas bills, grocery bills - **hard costs to keep everything thriving and available for our families.**

The House Takeover opportunities are endless! You can be as involved as you like - have some **FUN with it!**



To operate the Ronald McDonald House of Charlotte, it costs approximately **\$142/night per room.** With **28 rooms,** that can add up quickly.

Takeover opportunities include:

- Daily House Takeover
 - **\$3,976 per day(s)**
- Weekly House Takeover
 - **\$27,832 per week**
- Monthly House Takeover
 - **\$111,328 per month**

Sponsor Benefits Can Include:

Digital Media

- Combined following of over 14K across social media platforms
- E-Newsletter/Constant Contact distribution 15K+
- Kickoff Posts
 - Dual post announcing the "takeover" on both organizations' SM platforms
- Wish List/Donation Drive
 - Promote a wish list drive throughout the month. Items can be dropped off at the House or collected and dropped off at the end of the month.
 - Facebook Ad on Wish List Drive (dual branded)
- Feature Volunteer Opportunities
 - Promote all team/organization volunteer activities
- SM dual branded banners on Facebook & Twitter

Mixed Media

- Press release announcing "takeover"
 - Joint release
 - Feature volunteer takeovers, wish list and targeted "media day"
- Target a day featuring a volunteer activity and/or promoting the wish list drive (date should be near the beginning of the month)
- Dual branded "takeover" banner in all RMH of Charlotte email signatures

Volunteer Opportunities

- Breakfast (Meal Team)
 - Max 10 People, Time Commitment: 2 hours
- Cleaning Team
 - Max 20 People, Time Commitment: 2 Hours
- Assemble Snack Packs/Toiletry Kits
 - Supply snack items and bags to decorate – assemble at the House
- Cookie Crew
 - 2-5 People, Time Commitment: 2 hours
- Additional volunteer tasks, as needed