

The Dwyer Group® Partnership Team Supporting Ronald McDonald House Charities®



All of The Dwyer Group® brands, as well as The Dwyer Group®, are working together to support Ronald McDonald House Charities® (RMHC) through a \$100,000 national donation to the organization.

Aire Serv®; Glass Doctor®; Mr. Appliance®; Mr. Electric®, Mr. Rooter® Plumbing, Rainbow International® and The Grounds Guys®; will make their support even stronger by donating maintenance services and providing other in-kind donations to their local Ronald McDonald Houses®.

How do I get started?

- Review this flyer and then visit our Partnership Team website by clicking on the RMHC logo on the front page of the Connection.
- Watch the RMHC video. Get ready to share this opportunity with your entire staff.
- Review the list of Ronald McDonald House Charities® Chapters on the About Us website page to identify the chapter closest to your market. The Chapter will then direct you to the closest House and other opportunities in your area. Don't be discouraged if there isn't a house nearby. If your franchise isn't on the list, go to the search page on the website at: <http://rmhc.org/who-we-are/chapter-search/>.
- Have a staff meeting to announce The Dwyer Group® Partnership and RMHC sponsorship.
- Contact other TDG concept owners in your marketplace to coordinate an introduction meeting at the Ronald McDonald House® or Chapter.
- Call the House manager at your local Ronald McDonald House® and explain our sponsorship. Request time to visit the house to meet with him/her and discuss maintenance needs.
- Identify any immediate maintenance needs that the House manager needs help with.
- Schedule any initial work.
- Follow-up by concept to schedule time to conduct a home check-up. Identify any issues or opportunities to provide cost saving efficiencies.
- Present an invoice with full menu book pricing reflecting the work to be donated. Gain authorization on the work up-front. See next section for exceptions.
- Upon completion, fill out our In-Kind contribution form and submit it to national marketing so that your in-kind donation is part of the national totals. The In-Kind form is on the Team website under Resources.
- Take digital photos of the visit; maintenance work or sponsorship activities and send them to your brand's marketing department with key details to be posted on FranConnect or considered for national publication.

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Set Expectations

Go into this as a great opportunity to make a difference by doing what you and your team do best. RMHC is thrilled to have The Dwyer Group® of companies as a professional partner, because they have a need for ongoing maintenance of their Ronald McDonald Houses®, and they want a professional company to provide those services.

So, think about all the things you CAN do, not the things you can't. Every house and every situation is different, so just ensure good communication up front.

Ideally, donations are full retail.

Ideally, the in-kind donations will be for the menu-book price of the task to include both labor and materials. However, set expectations up front that this will be discussed on a case by case basis, depending on the size of the job and cost of materials.

Options when material costs are high.

If material costs begin to creep up beyond your comfort zone, consider donating labor costs and charge only your cost of materials for larger jobs. Call other franchisees in your area to participate and share project costs. Another option may be to approach local suppliers to donate materials or provide them at their cost.

Major replacement or remodel work.

If maintenance issues are focused on one of The Dwyer Group® brands, the team has the opportunity to share the costs while making the overall donation significant. Maybe labor is donated, but the House pays for materials, or the job is discounted significantly. Again, don't be stifled by the exceptions, be creative in how it can work for everyone.

Donation. Donation. Donation.

It's important to note, that while you may be forced to charge for materials on occasion, that is not the focus of our commitment. This is not a new commercial account. It's our new charity partnership, and we are proud to do all that we can to help.

How else can I get involved?

- Ask the local House for their kitchen/operations supplies wish list. Work with the other TDG concepts and your staff to collect the items and deliver them to the house.
- Work with the RMH manager to schedule the opportunity to sponsor a dinner for house guests. Have team members serve the dinner and visit with families.
- Personally volunteer at the Ronald McDonald House®. Explore opportunities for your staff members to participate as volunteers at events or on an ongoing basis.
- Participate in spring cleaning events at the houses.
- Sponsor a hole or 4-some at the RMHC golf tournament. Be an event volunteer or sign-up to golf!
- Stay connected with RMHC on Facebook. When you're there, check out the latest videos, news, and more. Start a discussion, get involved.
- Approach the local RMH or RMHC chapter regarding the opportunity to provide support as a local board or committee member.

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Please follow the legal guidelines set forth by Ronald McDonald House Charities® regarding our National Sponsorship as well as use of their logo and/or names.

Legal Guidelines

Before publishing and/or distributing any materials or releases, you must submit to them to your corporate marketing department for approval. The corporate marketing department obtains permission from RMHC® and will provide you approval to use the materials and/or the edits needed to be compliant to their rules.

The approved National logo is already on Ad Builder for your use in overall templates and does not need to be resent to the marketing department. However, should you alter the template outside of Ad Builder or wish you use the logo on another creative piece, you will need to get permission.

RMHC® wants to insure locally you are in touch with the Chapter and/or House closest to you and are running any local pieces through them. If you already have a relationship with a local House and/

or Chapter, you can get direct approval from them to utilize their specific House logo, which is ideal.

Ronald McDonald House Charities®
RMHC®
Ronald McDonald House®
Ronald McDonald Family Room®
Ronald McDonald Care Mobile®

Official logo for our use:

A Proud Sponsor

