

Red Shoe Crew Membership Handbook

Ronald McDonald House Charities® of Arkansas

Mission: Ronald McDonald House Charities® of Arkansas (RMHCA) provides a “home-away-from-home” that serves and sustains families of children being treated at area hospitals and supports community programs that serve the needs of children.

Red Shoe Crew Mission

The mission of the Red Shoe Crew (RSC) Arkansas is to engage, empower and inspire individuals to build awareness and expand the circle of friends for RMHCA.

Who we are:

RSC is a group of philanthropic individuals with a collective goal to raise resources, broaden the volunteer base, and enhance awareness for RMHCA. Membership means lending your time, talents, and influence to help RMHCA.

We accomplish this by:

- Supporting the mission of RMHCA and the children and families served
- Hosting quarterly events in the community
- Creating unique volunteer opportunities at RMHCA
- Stewarding volunteers and donors of RMHCA
- Leveraging community partnerships with affiliated programs that support RMHCA

Opportunities for Crew Members

- Directly impact the lives of others by providing meals for families at the House, host fundraising events, supply drives and various seasonal activities
- Build your network by working with other RSC members, committed RMHCA volunteers, staff, and Board/committee members
- Take a leadership role in the community and gain experience in the non-profit sector
- Develop a mentor-mentee relationship with an involved past or present Board/committee member

Obligations and Expectations

- Attend a minimum of 75% of RSC general meetings annually
- Serve on at least one committee, attending a minimum of 75% of all meetings
- Pay annual dues - annual dues of \$85 (cost of one-night stay); can be paid in installments. 2019 special inaugural year dues of \$35, includes t-shirt. \$25 annual renewal
- Provide volunteer support for RMHCA fundraising events as needed and participate in volunteer opportunities at the Ronald McDonald House
- Be a voice to advocate for RMHCA, its mission and the families served

- Connect new individuals and organizations with RMHCA
- Will be held accountable to the standards set forth in the RSC By-laws and the RMHCA Volunteer Contract

Expectations of RMHCA

- Provide the following:
 - Meeting space
 - Support from the Development Director
 - Accounting support
- RMHCA Board of Directors membership for RSC President
- Provide RSC members relevant current and historical information about RMHCA and its challenges and goals

Committees

- **Membership and Recruitment** – The Membership Committee is the playground of our extraverts, sales people and hand-shaking RSC members. RSC members who choose to join the “Shakers” can expect to plan and develop membership orientation events, public awareness, drives and campaigns to ensure that the RSC meets and surpasses its goals in the community. This committee will build a corporate membership recruitment program and is responsible for membership renewals, onboarding, and membership retention.
- **Family Enrichment** – The “Entertainers” are RSC members who develop and plan new and engaging volunteer events for families staying in the House. They will work with community partners and RMHCA Volunteer Coordinator in order to craft some of the most exciting events for families.
- **Marketing & Communications** – The Communications Committee is in charge of all communications for RSC. RSC members who choose to join the “Talkers” can expect to help develop emails, create and maintain website content, and manage social media channels.
- **FUNdraising** - The “Socialites” is home to most of our party planners. RSC members with the desire to join this committee can expect to develop and plan new and engaging events for RSC members outside of the House to increase awareness, raise funds, and collect supplies.
- **Leadership Board** – The “Execs” serves as the executive committee of the group including President, VP, Treasurer/Secretary, and Committee Chairs providing oversight, strategy, and leadership to the group as well as serve as the primary liaisons with RMHCA staff.