

RMHC 165th Day & National Roofing Week Activation & Guide



We're thrilled to about celebrating National Roofing Week (June 8-12) and the “adoption” of 165 Ronald McDonald House roofs (June 14 — 165th day) with the Roofing Alliance community during it's 25th anniversary year!

We're excited to see how stories develop as you identify ways to support your local RMHC Chapter. To help ensure we're able to create great content together and are aligned on messaging, we'd ask that you keep a few things in mind.

Capturing the Moment

- Make sure you're showing off your RMHC swag if possible.
- Avoid images of Ronald McDonald®. Use of his trademarked image is owned and managed by McDonald's and should not be used to represent RMHC. In effort to avoid detracting from the mission and purpose of the Charity, we ask that you avoid using his likeness and instead focus on the relationship between the Roofing Alliance and RMHC.
- Avoid outdated logos & branding.
- Please utilize before and after pictures with team members on any outdoor projects.
- Show team members delivering products.
- **Secure photo image releases for anyone pictured.**
- Tag your local RMHC Chapter and use hashtags:
 - #KeepingFamiliesClose
 - #165RoofsForRMHC
- ***RMHC Global will only engage with and repost brand-compliant imagery on RMHC Global social media channels.***



Getting Content Approved

- Your local RMHC Chapter will work with you to capture and approve content for social media posts
- Your local RMHC Chapter will work with you to approve press releases and media alerts.
- ***Please note:** any press releases or media alerts mentioning RMHC Global, must be approved. Approvals may take up to 6 business days. Please email corporatepartnerships@rmhc.org should you need assistance.*



Share with Us

We are always looking for great stories to share about the partnership with the Roofing Alliance, be sure to share any images and stories with the Roofing Alliance team at jpriske@roofingalliance.net

