

RMHC 165th Day Activation Guide



We're really excited about celebrating the "adoption" of 165 Ronald McDonald House roofs with the Roofing Alliance community. We're excited to see how stories develop and you identify ways to support your local RMHC Chapter during this unprecedented time. 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.
- Avoid outdated logos & branding.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 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.

Any press releases or media alerts mentioning, RMHC Global must be approved. Approvals may take up to 6 business days. Please 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

