



Ronald McDonald
House Charities®
of the Triangle

Lights of Love - Social Media Toolkit

June - December 2025 | Community Celebration - December 4

We are so excited that you have chosen to SHINE for Ronald McDonald House of the Triangle and fundraise through our Lights of Love campaign! This is a peer-to-peer fundraising campaign, so tell people in your sphere why you support RMHC and ask them to help support too. One great way to get your friends and family involved and supporting you is through your own social media. We've pulled together a few resources to make this simple for you.

Social Media Best Practices:

- Less is more - keep your posts short and sweet
- Use an image to draw attention to your post
- Link your fundraising page to your post
- Remember that you are representing RMHC when posting.
- Post on your favorite social media platforms: Facebook, Instagram, Linked In, Snapchat

Tag us and Use Hashtags:

Tag @RMHCtriangle and use hashtags: #rmhctriangle, #LightsofLove #Keepingfamiliesclose

Personalize your Social Media Site:

- Change your photo to a Lights of Love image
- Or stop by RMHC and grab a selfie on the bench with Ronald McDonald
- Change your photo to a picture of you holding up a sign saying, "I am shining a Light for Seriously Ill Children in the Triangle" or "I am sparking hope for sick kids at RMHC"

Sample Posts

We've created several social media images as well as text for you to use in your posts. Feel free to personalize as you wish.

Post #1 - Announcement: Let everyone know you are part of the Lights of Love team and raising money to support RMHC.

- I have joined the Lights of Love team to raise support for Ronald McDonald House Charities of the Triangle because *(Insert your personal reason here)*. Will you help me meet my goal of raising \$XXXXX to support families of critically ill children? I appreciate your support!
- Add your fundraiser link in your story and as a caption.

Post #1
-Announcement



I am SHINING
Light for RMHC

Please help me raise support for seriously sick children in the Triangle.

SHINE. SPARK. SUPPORT.

LIGHTS of LOVE

Learn more at rmhctriangle.org/events/lightsoflove/



Post #2 - Sparking Hope: Let people know your fundraising goal and how to support you.

- When your child is sick, everything changes, and that's when Ronald McDonald House Charities of the Triangle steps in, supporting families with free housing, meals and a caring community. Help me meet my goal of raising \$XXXXXX in the Lights of Love campaign supporting RMHC.
- To donate and learn more: [Insert your fundraiser link.]

Post #2 -
Sparking Hope



I am SPARKING Hope in the Triangle
for Kids and Families at RMHC

LIGHTS of LOVE

rmhctriangle.org/lightsoflove/

Post #3 - \$118 Stay: Share a tangible RMHC so people can see ways their donation can directly affect a family.

- Every day, RMHC of the Triangle welcomes 103 families with critically ill children from across NC. At our Houses in Durham, Chapel Hill and at WakeMed, families receive private bedrooms, hot meals, snacks, family activities and a community of support—all at no cost to them. Just \$118 can cover one night's stay so a family can stay close to their hospitalized child.
- I've set a goal of raising \$XXXXXX to help provide the comforts of home to families going through one of the hardest times in their lives.
- You can make a difference! Donate to help give families a place to stay: [Insert your fundraiser link.]

**Post #3 -
\$118 Stay**



Post #4 - Invitation to Lights of Love Celebration: Let people know that their support truly makes a difference and encourage them to attend the December 4 event.

- I've set a goal of raising \$XXXXXX to support RMHC. Together, we can help keep families with critically ill children close to their children by providing housing, meals, and support programs at @RMHCTriangle.
- I also want to invite you and your family to join me at the Lights of Love Celebration on Thursday, December 4 at the Durham Bulls Athletic Park.
- Register to attend and support today: [Insert your fundraiser link.] Hope to see you there!

Post #4 - Invitation



**LIGHTS
of
LOVE**
Community Celebration

Ronald McDonald House Charities of the Triangle

**Thursday, December 4
4:00 - 7:00pm**
Durham Bulls Athletic Park
409 Blackwell Street, Durham

Holiday Market ♦ Kids' Spark Zone ♦ Luminary
Decorating Station ♦ Shine Lab Photo Booth ♦ Therapy
Dog Station ♦ Live Entertainment ♦ VIP Sponsor Party
Visits with Santa!

Presenting Sponsors:

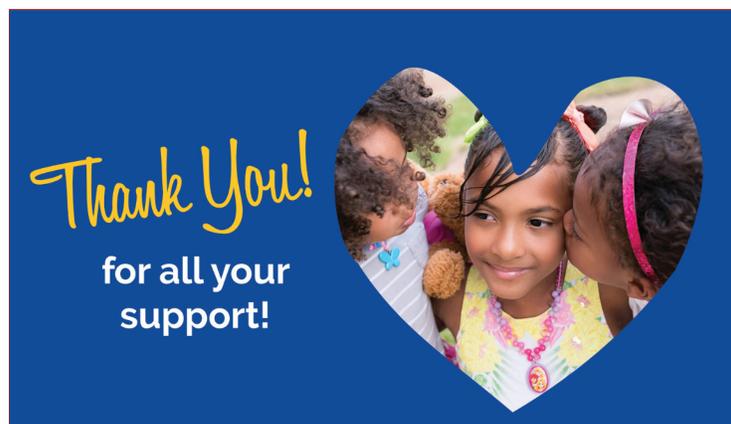
UNC HEALTH Children's ♦ Shine
AAHA ♦ Spark
Duke Children's ♦ Support

rmhctriangle.org/LightsOfLove

Post #5 - Thanks for your support: Thank donors for supporting your efforts and RMHC.

- Thank you to everyone for sparking hope by supporting my Lights of Love campaign for Ronald McDonald House of the Triangle. I would especially like to thank *[tag anyone you would like to thank specifically]* for your/their generosity. Your support touches the lives of children facing huge medical battles here in the Triangle and provides a way for their families to stay close beside them.
- If you'd like to explore ways stay involved, visit <https://rmhctriangle.org/volunteer/>

Post #5 - Thank You



Thank You!
for all your
support!



**You helped light the way for critically ill
children in the Triangle through Lights of Love.**



Keep Shining
Stay involved in
the RMHC
community of love.

