

# WE INCREASED DONATIONS FOR RONALD MCDONALD HOUSE CHICAGO

Ronald McDonald House Charities® of Chicagoland & Northwest Indiana (RMHC-CNI) offers critical support for families with hospitalized children by providing a “home away from home” through six Ronald McDonald Houses® and four Family Rooms®. These services help families stay close to their child’s healthcare, promoting healing and well-being while saving them over \$12 million in hotel and food expenses annually. RMHC-CNI also operates the Ronald McDonald Care Mobile® program, offering health screenings and immunizations to children in underserved areas. Despite recognition of the Ronald McDonald House name, raising awareness of the full scope of services and the importance of community support remains a challenge.

## STRATEGY & TACTICS

- **Objective:** In 2024, Ronald McDonald House partnered with OUTFRONT to increase brand exposure, highlight their 2023 donation achievement, and their main objective of encouraging people to donate via the Round-Up for RMHC program to raise more funds for the families at Ronald McDonald House. The 2024 goal was to raise \$2.5M through that program.
- **Strategy:** Ronald McDonald House’s strategy focused on reaching GM audiences on their daily commutes, as well as their paths to purchase, with OOH canvases in close proximity to McDonald’s locations throughout the Chicago DMA. Their iconic messaging encouraged consumers to stop by these nearby restaurants and make a donation.
- **Results:** Ronald McDonald House’s OUTFRONT campaign saw success as soon as it went live, with a reported increase in new and returning visitors to their website, that remained steady throughout. The Round-Up for RMHC program saw a 71% increase in money raised vs the year prior (2023). The average round-up was \$.43 per transaction, with a collective \$3.4M raised which was 36% more than their goal of \$2.5 million to benefit local Ronald McDonald House families.



## RESULTS

**71%**  
INCREASE IN FUNDS  
RAISED VS YEAR PRIOR

**\$3.4M**  
IN DONATIONS RAISED

**36%**  
MORE FUNDS RAISED  
THAN CAMPAIGN GOAL



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.