



Red Shoe Society

Ronald McDonald House Charities
of Greater Washington, DC

Red Shoe Society Vision

The Red Shoe Society (RSS) actively educates, promotes and inspires young professionals to engage in philanthropic endeavors and build awareness of the Ronald McDonald House Charities of Greater Washington, DC.

RMHCDC Mission

Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC) eases the hardship of children's illness on families through programs that directly improve the health and wellbeing of children.

What is the Red Shoe Society?

The Red Shoe Society is a group of young professionals, ranging in age from 21-40, associated with the Ronald McDonald House Charities of Greater Washington, DC. The RSS allows young professionals to get involved in service and fundraising opportunities for the charity. The Red Shoe Society is all about giving back to the community, meeting new people and having a great time while doing it.

Why should I join the Red Shoe Society?

Getting involved gives you the opportunity to turn your goodwill and admirable intentions into direct financial and volunteer support for RMHCDC. You can make a difference by sharing your time and your business, social, or educational resources. Our Red Shoe Society provides you with leadership development opportunities as well as the opportunity to connect with other young professionals, businesses and community leaders.

What does the Red Shoe Society Do?

The RSS has two core groups: Event/Fundraising Committee and Service Committee.

Event/Fundraising Committee

RMHCDC's main fundraising event is the Red Shoe 5K Run and Walk. This family friendly event includes corporate sponsors, community vendors and excited participants.

How the Red Shoe Society Helps:

- Volunteering and recruiting other volunteers
- Setting up a team
- Pursuing corporate sponsorships
- Spreading the word about the Red Shoe Run and Walk

Service Committee:

There are required service events a year. These volunteering opportunities can be cooking, cleaning or organizing fun activities at one of the houses.

What are the annual dues?

There is an annual membership fee of \$45 payable by cash, check, or credit card.

How do I Join the Red Shoe Society?

Fill out the included application and email to redshoesociety@rmhcdc.org, with the subject line "New Member Form". Or, mail your application and membership payment to:

Red Shoe Society of RMHDCDC
3312 Gallows Road
Falls Church, VA 22042

After submission you will be contacted regarding your application status and next steps. For questions or concerns, please contact Stephanie Collins, Community Engagement Coordinator, at stepahine@rmhcdc.org or call (703) 698-7080.

Goals and Expectations

As a society, we strive to achieve certain goals related to events, fundraising, community involvement, and our members. These goals ensure that we have the greatest impact on RMHDCDC and the communities it serves. Below is an outline of the RSS' annual goals for each area of focus.

Events/Fundraising: Red Shoe 5K Run and Walk

- Research and pursue new corporate sponsors and acquiring at least one sponsor.
- Increase the number of participants by 50.
- Encourage individuals to create a fundraising or walk team. Increase the number of teams participating by 3.
- Recruit volunteers to help on the day of the event. Increase the number of volunteers by 15.
- Assist staff with tasks in preparation for the event.
- Engage with local organizations to develop new donors and partnerships.

Community Involvement: Volunteer Engagements & Third-Party Events

- Create at least one new opportunity in the community that will encourage other groups to fundraise for RMHDCDC.
- Host at least two community engagements, happy hours, or speaking events to spread awareness to future donors.
- Assist staff with their marketing efforts to increase awareness of events, programs, and overall knowledge of the charity.
- Connect with local schools and colleges to develop new partnerships.

Member Requirements & Expectations

All members of the society are required to meet the following expectations. Any member of the RSS who is considered to be non-contributing or not meeting the stated expectations will be asked to resign.

- Participate in at least two volunteer opportunities at either the Northern VA or DC House per year.

- Host or participate in at least two socials and/or speaking events to raise awareness per year.
- Participate in at least one RMHCDC sponsored event or third-party event benefiting RMHCDC per year.
- Attend and contribute to six Red Shoe Society Meetings per year.

Positions and Responsibilities

Members of the Red Shoe Society may hold the same position for two-year terms.

President:

- Facilitates and leads all Red Shoe Society meetings
- Oversees event and service project activities
- Reports to RMHCDC Staff to update them on status of projects
- Oversees each position to ensure that all areas are covered efficiently, and goals are being met

Vice President:

- Assist President with duties
- Responsible for conducting meetings when President is absent
- Reports to RMHCDC Staff to update them on status of projects

Secretary:

- Update Red Shoe Society on new information via email
- Prepare agenda and take minutes for each meeting
- Conduct necessary elections for the Society
- Prepare follow-up correspondence indicating decisions made at each meeting

Event Coordinator:

- Assist staff with planning the Red Shoe 5K Run and Walk and other events
- Engage with local companies and organizations to develop new donors and partnerships
- Pursue new corporate sponsorships
- Recruit volunteers to help day of event
- Encourage groups to set up teams for 5K
- Spreads the word about the Red Shoe 5K Run and Walk and other fundraising events

Service Coordinator Washington, DC:

- Coordinates all volunteer activities in the DC house

Service Coordinator Nova:

- Coordinates all volunteer activities in Nova house

All members:

- Motivates all members and establishes a positive working environment
- Recruits and orients new members
- Prospective member asks and follow up
- Assist in promoting RMHCDC events to the local community
- Increase awareness of the mission for RMHCDC and for the Red Shoe Society



Red Shoe Society Membership Form

Name: _____

Address: _____

City, State, Zip: _____

Employer: _____

Job Title: _____

Primary Phone: _____ Mobile Home Work

Email: _____

Birthday: _____

Red Shoe Society Positions

If you are interested in holding an executive position, please select below.

- President
- Vice President
- Secretary
- Event Coordinator
- Service Coordinator DC
- Service Coordinator Nova

Committee Interest

Please select which committee(s) you would like to participate in.

- Event/Fundraising Committee
- Service Committee

Personal Interests

Talents/Hobbies:

Organizations/Clubs:

How did you hear about us? _____

Membership Dues

The Red Shoe Society has an annual membership fee of \$45. Please indicate below your method of payment.

I would like to pay my membership dues of \$45 by...

- Cash, included with my membership form
- Check, check #: _____ (Payable to RMHCDC)
- Credit Card, please charge the credit card below.

Visa MasterCard AMEX Discover

Card #: _____

Exp: _____ CVC: _____ Billing Zip Code: _____

Agreement & Signature

I understand that as a member of the Red Shoe Society I am expected to make every effort to actively educate, promote and inspire young professionals to engage in philanthropic endeavors and build awareness of Ronald McDonald House Charities of Greater Washington, DC. I will do my best to meet the goals and expectations required of me by the society. I understand that these goals and expectations are only a brief summary of the Red Shoe Society Program. I further understand that any of the rules and policies may be modified or discontinued at any time by the organization at its judgement and discretion.

Signature

Date

Printed Name

Please return your completed membership form and dues payment to the address or email below.

Red Shoe Society of RMHCDC
3312 Gallows Road
Falls Church, VA 22042
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