



## Red Shoe Crew

**Mission:** The mission of Ronald McDonald House Charities of Kentuckiana (RMHCK) Red Shoe Crew is to give young professionals the opportunity to engage in non-profit leadership and work towards successfully providing a 'home away from home' for families of seriously ill children.

**Why have a Red Shoe Crew?** Through the Red Shoe Crew Program, we hope to connect a new community of individuals to RMHCK and its mission.

### **Red Shoe Crew Description:**

- The Red Shoe Crew is made up of 8-12 young professionals, ranging in age from 21-40
- Expand your network through fun monthly meetings and social events
- Learn about RMHCK's programming and how it meets families' needs
- Raise awareness for RMHCK in the Kentuckiana community
- Support RMHCK events including McDazzle, Golf Scramble, Summer Send Off, Sporting Clays, community engagement events, and more

### **Benefits of Being a Red Shoe Crew Ambassador:**

- Opportunity to join a Board committee
- Opportunity to develop a mentor-mentee relationship with an involved past or present Board/committee member
- Opportunity to have a leadership position on the Red Shoe Crew
- Opportunity to build your network by working with committed RMHCK staff, volunteers, and supporters
- Opportunity to attend committee meetings based on availability
- Ability to gain leadership experience in the non-profit sector and further your leadership skills
- The inherent benefit of knowing you are making a difference by doing something to benefit our community and families in need



### **Specific Obligations**

- Attend monthly meetings
- Host events, as a group, and provide support for RMHCK events as needed
- Fundraise for annual operating costs in conjunction with the RMHCK Development Committee
- Be a voice in the Kentuckiana community to advocate for RMHCK, its mission, and the families
- Volunteer, as a group, at Ronald McDonald House twice a year

### **Expectations of Ambassador**

- \$20 monthly giving
  - \$20 is the nightly contribution asked of families who stay at the House
- Serve as an ambassador for automatic monthly giving
- Connect new individuals and organizations with RMHCK
- Positively represent the organization

### **Expectations of RMHCK**

- Provide the following, and other, support to the Red Shoe Crew:
  - Meeting space
  - Funding (social events)
  - Development Committee liaison, Rebecca Adams
- Allow the Red Shoe Crew President to sit on the RMHCK Board of Directors

### **Commitment Term**

- One (1) year
- A goal of the program is for every ambassador to remain involved with RMHCK after their term concludes. This involvement could be another term with the Red Shoe Crew or serving on a board or event committee.

### **Application Process**

1. Complete a Red Shoe Crew Ambassador Application
2. Interview with a Board or committee Member