



RONALD McDONALD
HOUSE CHARITIES
OF TAMPA BAY

For further questions contact:

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Mission:

The mission of Ronald McDonald House Charities is to create, find and support programs that directly improve the health and well being of children.

We believe that when you change a child's life, you change a family's, which can change a community and ultimately the world. We strive to be part of that change and part of the solution in improving the lives of children and their families.

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Frequently Asked Questions

Ronald McDonald House Charities of Tampa Bay

What will I find at the Ronald McDonald House?

The House has private bedrooms and baths. Bedrooms are furnished with either two double beds or two twin beds. Maximum occupancy is four individuals per room (due to fire code restrictions). The House also provides a kitchen with fully-stocked pantry, dining room and laundry facilities, as well as indoor and outdoor recreation areas.

How much does it cost to stay at the Ronald McDonald House?

We ask \$10 per night per room. The actual cost for maintaining each room is \$65 per night. No families are ever turned away because of their inability to pay.

How long can a family stay at the House?

In most circumstances, 30 days is our maximum stay. From time to time, based on special medical conditions, we do extend the stay limits for a family.

How do families get here from other states/countries?

Families come to us via their own transportation or through special arrangements and sponsorships from outside groups.

Questions asked by the kids:

Does Ronald really live there?

No, but the Ronald McDonald House is very near and dear to Ronald's heart. He visits the children every other month at the Houses and the hospitals but at the end of each day he is tired and goes home to his very own house to rest.

Does everyone eat hamburgers there?

Although McDonald's generously gives us food like Happy Meals for special occasions, we rely on moms, dads, school groups, local restaurants and friends like you to provide meals.

Do you have video games and other games to play with?

Yes, we have many board and computer games to provide quality family time away from the hospital. We even have special gifts for our young residents.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher



Caption describing picture or graphic.

offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image



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near the image.

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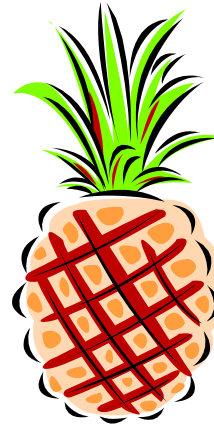
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Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



Your business tag line here.

We're on the Web!
example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a

biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.