

REIMAGINING THE RMHC DONATION EXPERIENCE



DESIGNMATTERS FELLOWSHIP

RONALD McDONALD
HOUSE CHARITIES

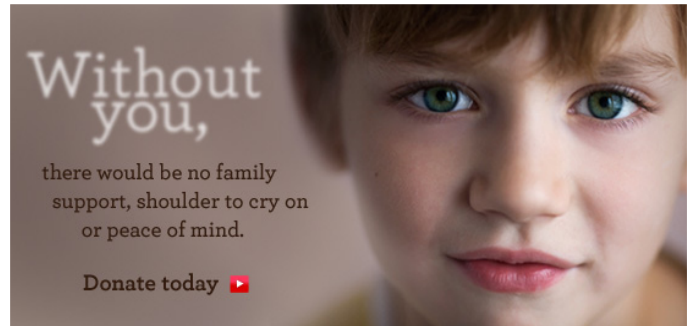
MARGARET FRYE

RONALD MCDONALD
HOUSE CHARITIES
GLOBAL HQ
OAK BROOK, IL

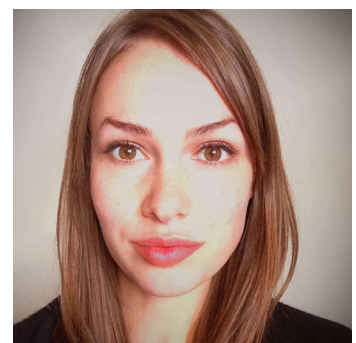
FALL
2014

PROJECT:

"To create prototypes and innovative solutions for the RMHC In-Restaurant donation experiences beyond the existing program opportunities at the front counter and in the drive-thru that run the spectrum of new in-restaurant and drive-thru donation experiences to integrated solutions into emerging digital products."

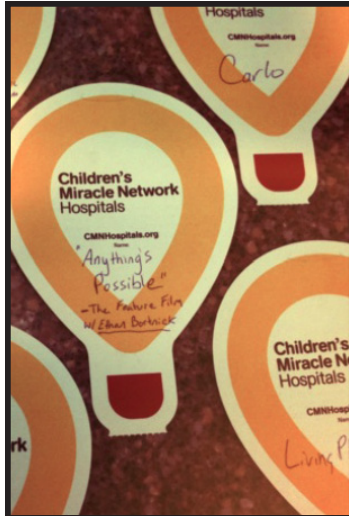


I am a graduate student in the Industrial Design program at Art Center College of Design. During the fall of 2014 I was selected to represent Designmatters and Art Center as a fellow at the global headquarters of Ronald McDonald House Charities. During my time there, it was my responsibility to investigate and present solutions to a social innovation challenge; improving the charity's system of giving.



When I started, I knew very little about the ins and outs of the Ronald McDonald House Charity, but that was one of the things that I thought made me uniquely suited to addressing the challenge. I had no preconceived notions or biases to steer my research or opinions, but was also intrigued to find out why someone like me, a primary candidate for a donor, was unaware of the charity's mission. I started by diving deep into the history of RMHC - how it started, its relationship with a fast food restaurant, and how it evolved into what it is today.

CHARITY COMPARISON



CHILDREN'S MIRACLE NETWORK

MIRACLE BALLOON CAMPAIGN

Funds are raised in part by corporate partners, like Walmart, Sam's Club, Costco Wholesale, RE/MAX and Love's, that sell paper balloons for a suggested \$1 donation at the register. There are 170 children's hospitals affiliated with Children's Miracle Network Hospitals in the United States and Canada.

WHEN: Rolling dates, with big "Icon" campaign in May

\$41M in 2012



SAFeway

BREAST CANCER AWARENESS PEOPLE WITH DISABILITIES PROSTATE CANCER AWARENESS MUSCULAR DYSTROPHY

The Safeway Foundation supports a variety of causes through various checkout campaigns. Customers donate cash or digital contributions through credit card machines. Cashiers request donations as well.

WHEN: Intermittent, Ongoing

\$12M, 9M, 9M, 7M (37M) in 2012



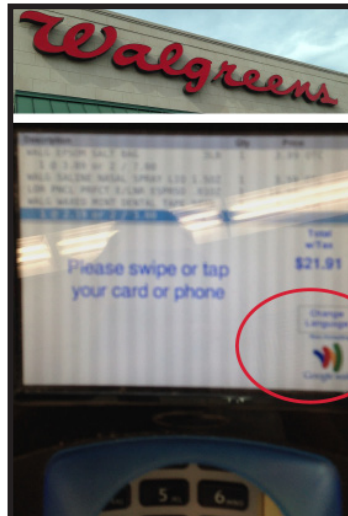
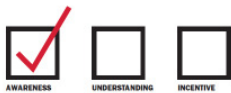
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WALGREENS

WAY TO WELL CAMPAIGN

Customers are prompted to donate cash or digital donations at the register when purchasing select items or brands. Donations support Susan G. Komen Foundation and Wellness Tours in underserved communities.

WHEN: Targeted Campaigns

\$8M in 2012

Supporting new payment methods! Google wallet.



Based on information from the Cause Marketing Forum's annual report, I determined some of the major players in "checkout charity" and traveled to a number of these chain stores to capture the in-store donation experience so that I could compare and contrast with RMHC's approach. Some of the big players are Walmart, Costco, Walgreens, and Safeway but I was also interested in more modest, grassroots campaigns in smaller mom and pop stores, as I think that the perception of those charity initiative by their customers might be a little different.

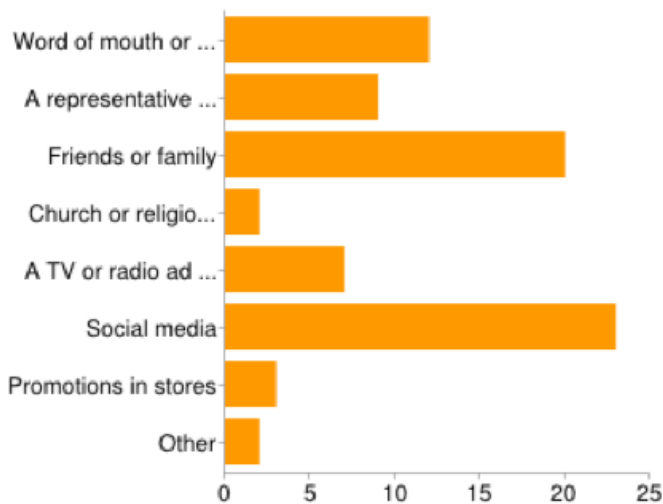
Other big stores like JC Penney, Macy's, Wendy's, Pizza Hut, Target, and Starbucks are also recognized for their respective fundraising efforts. I visited Walgreen's, CVS, and Mobil (a Safeway-owned gas station) from the list of major players. I also visited a Trader Joe's and two used clothing stores, Buffalo Exchange and Crossroads Trading, that have their own smaller programs.

Top 10 most successful fundraisers:

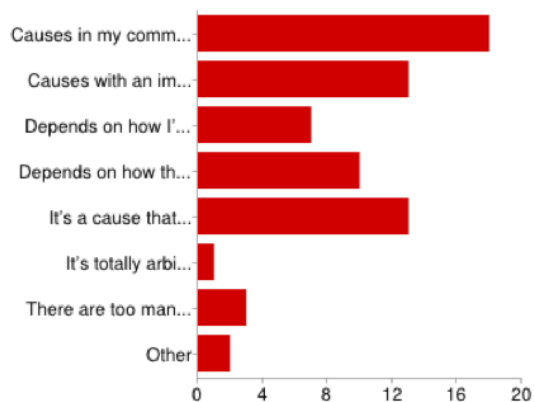
1. Ebay
2. Walmart/Sam's Club
3. Ronald McDonald House Charities
4. Costco
5. Safeway - Breast Cancer Awareness
6. Safeway - People with Disabilities
7. Safeway - Prostate Cancer Awareness
8. Walgreen's
9. KMart
10. Safeway - Muscular Dystrophy

SURVEY

How do you find out about charitable causes?



There are lots of options for charities to donate money to. How do you decide which ones are most deserving of your contribution?



52%

MOST PEOPLE FIND OUT ABOUT CHARITABLE CAUSES THROUGH SOCIAL MEDIA.

67%

THE MOST PEOPLE FELT THAT CAUSES IN THEIR COMMUNITY WERE THE ONES MOST WORTHY OF THEIR CONTRIBUTION.

In order to get feedback on donation habits and incentives, I created a survey for the general public - not specific to McDonald's customers - to find out where and how often they donate to charitable causes, in what ways do they contribute, how they find out about causes, and why they choose certain causes over others. While I do already have some data detailing people's donation habits for RMHC specifically, I think that it is really important to understand core motivations and values and consider that when developing concepts and solutions.

At this point, I was interested in comparing perceptions - what do people think about MCD/RMHC? - from staff to corporate to customers.

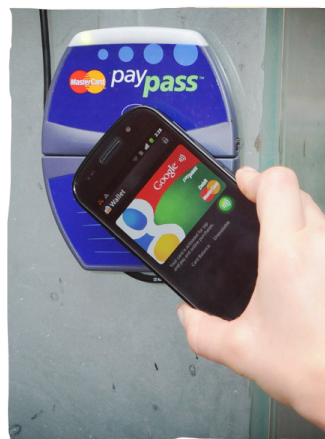
TRENDS



GAMIFICATION



PARTNERSHIPS



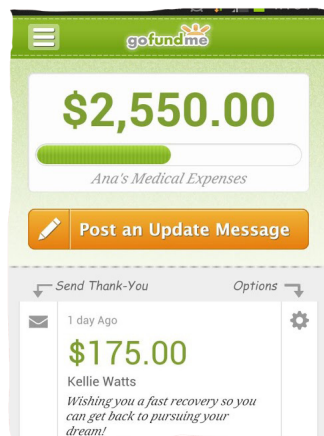
**NEW DIGITAL PAYMENT
OPTIONS**



**SOCIAL INTEGRATION
OPTIONS**



MERCHANDISING



GRASSROOTS + CROWDFUNDING



QUANTIFYING



ONLINE ADAPTATIONS

I took a look at the spectrum of different types of charities and giving, ways in which people participate and get involved - from food drives to social media campaigns, payment in it's many current and anticipated forms, and the current RMHC experience - and I identified trends affecting charity, donation, and giving.

"Fun" ways to give, like Free Rice, are popular and engaging, as well as socially embedded giving like the ALS Ice Bucket Challenge, and many longstanding organizations are moving their donation systems to digital platforms to offer more diverse and updated options to their donors.

CHALLENGES

#1

INCREASE DONATION

INCREASE AWARENESS
NEW PARTICIPATION
KEEP COSTS TO A MINIMUM
MAINTAIN BRAND VALUES

#2

REMOVE BARRIERS

FOR DONORS

Let them donate on their terms.

FOR OWNER/OPERATORS

Give them options to customize their space.

FOR COLLECTIONS

Make their job as easy as possible.

#3

ALIGN STAKEHOLDERS

#4

INNOVATE FOR THE LONG RUN

PRODUCTS, TECHNOLOGY, AND PROGRAMS
THAT STAND THE TEST OF TIME BY ...

- Adhering to clearly-defined design and manufacturing standards
- Building upon an existing platform
- Adapting and evolving to meet new needs and demands

CONCEPTS

IN BETWEEN

Concepts like contests or social media campaigns that may start in-restaurant but exist in the space in between.

OUT OF RESTAURANT

Drive thru specific donation concepts intended to increase charity traffic and fundraising.

DRIVE THRU

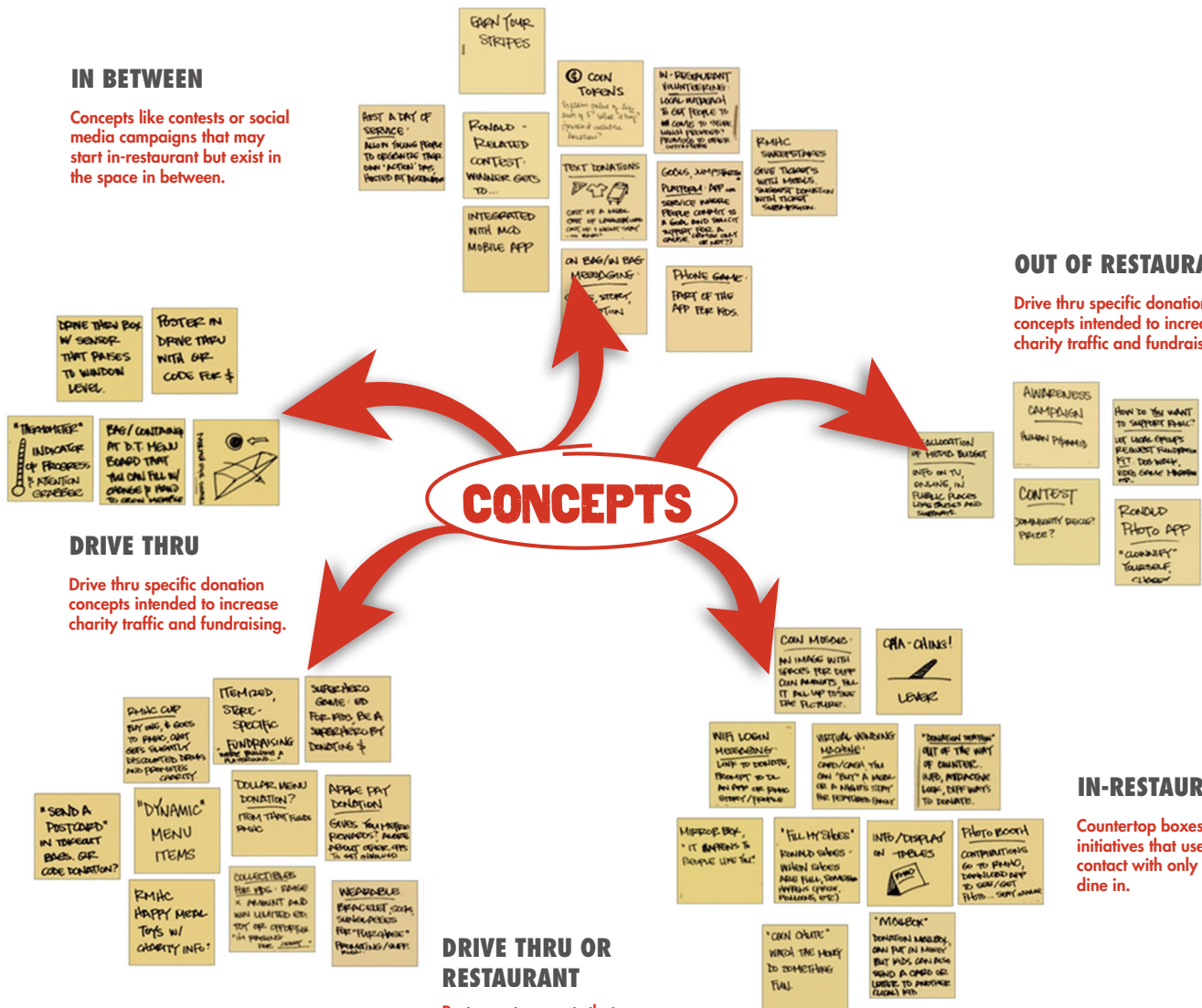
Drive thru specific donation concepts intended to increase charity traffic and fundraising

IN-RESTAURANT

Countertop boxes and other initiatives that users come in contact with only when they dine in.

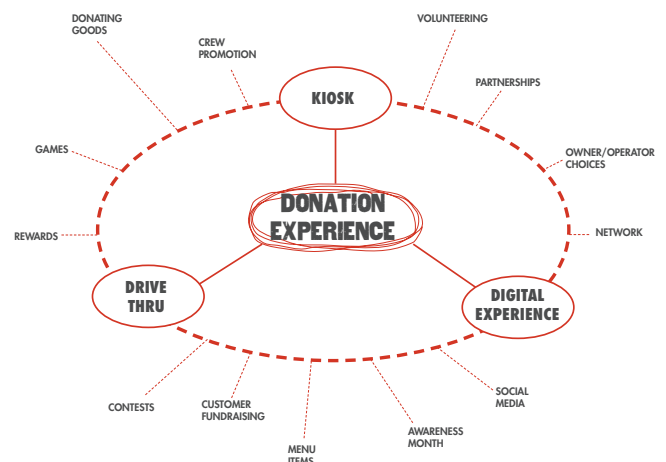
DRIVE THRU OF RESTAURANT

Restaurant concepts that could work in either place.



I clustered my concepts into 3 primary areas - In-Restaurant, In-Drive Thru, and Out of Restaurant. Those areas are further broken down into the concept areas that I planned to present to RMHC for future consideration.

I also mapped out all of the components of a successful donation experience based on the needs and desires of all participants.



PROFILES

COLLEGE AGE + YOUNG PROFESSIONALS

This group was once a key customer demographic for MCD but has since drifted somewhat out of reach. They also represent the group most likely to contribute to RMHC. Demonstrating ways to reach this desirable audience is essential.



FAMILIES WITH YOUNG CHILDREN

Although there are already a large number of family customers, which makes them a demographic that is not as sought-after, it is important to consider the interests of a group that makes up such a large percentage of current donors/customers. I'd like to bring new attention to the possibility of making the donation experience a valuable one for kids as well.



OWNER / OPERATORS

Restaurant owner/operators are instrumental in the successful implementation of the donation box program. They also influence the involvement and awareness of their management and staff, and act as the link between the customers and the collection. Giving owner/operators options that allow them to better control what goes on in their restaurants is big part of optimizing the program as a whole.



EXPERIENCE



These are the three unique perspectives I identified as the ones most relevant to RMHC.

I used characters representing each demographic to illustrate the experience of each of the solutions I developed for the donation box program.

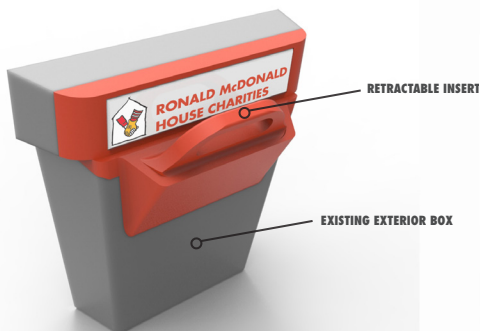
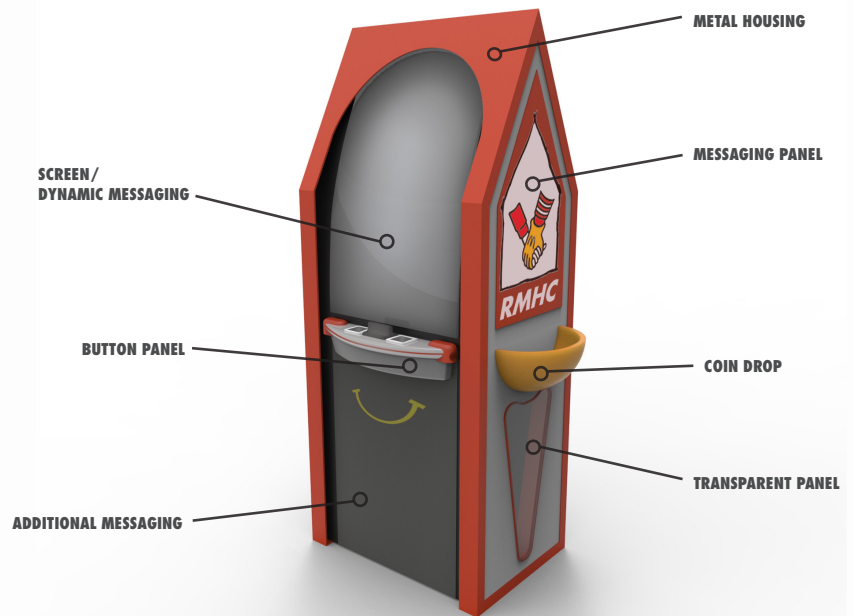
SOLUTIONS

KIOSK

The kiosk is an interactive in-restaurant unit. It capitalizes on the wait time created by MCD's shift to a new order system so that the donation experience is not competing with the customer's ordering process. It offers dynamic messaging, information about the charity, and multiple ways to pay - cash, card, mobile, or online - as well as volunteer opportunities.

Multiple donors can use it at the same time, and it is fun for kids to use.

Modular buttons mean that it is easy to service and adapt to changing needs over time.



DRIVE THRU

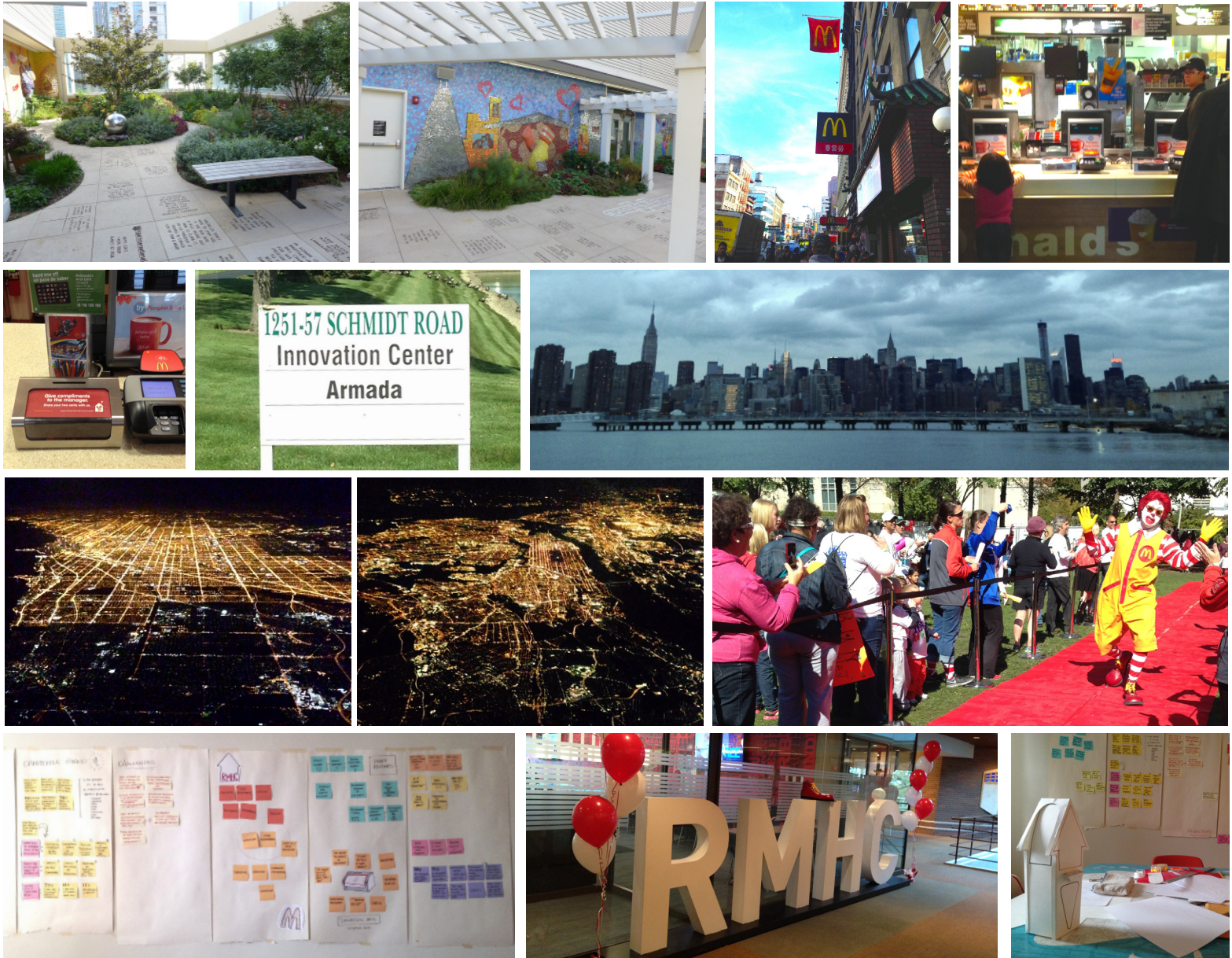
Drive thru boxes are integral to the building and expensive to replace, so rather than remodeling, the solution is to retrofit a retractable donation box. This lets customers in different cars use the box easily and prevents theft, loss, and vandalism. It offers the possibility of integrating a digital payment option in the future.

DIGITAL EXPERIENCE

In addition to the first two solutions, a digital experience lets RMHC engage donors outside of the restaurant. Users can create a more personal interaction with the charity, participate in new media channels, utilize tracking and metrics, and take advantage of rewards programs. RMHC can offer a new level of information and transparency.



- "MEET" KIDS AT YOUR LOCAL RMH
- GAMES - PROMOTIONAL
- PRO-FUNDRAISING
- LOCAL EVENTS
- CONTESTS
- POINTS + REWARDS
- LINKS TO OTHER MEDIA
- OWNER/OPERATOR NETWORK
- POSSIBLY LINKED TO MCD APP IN THE FUTURE



SUMMARY

During my time at RMHC, a host of generous and dedicated people facilitated my research and aided my progress. I was invited into the local Ronald McDonald House, I toured the next level innovation center for McDonald's and RMHC, and I visited far more restaurants in my brief time as a fellow than perhaps my entire life combined. During the Chicago Marathon, I worked alongside veteran staff to support the people who support the charity, and gained a greater appreciation of all that they do. Through Designmatters, I was offered the chance to tour some of the top design consulting firms in NYC - frog, IDEO, and Luminary Labs - and meet with talented professionals who offered valuable insights for the project. Not unlike the donation experience, many contributed in their own way to making this fellowship not just possible, but successful and enjoyable.

THANK YOU

ART CENTER DESIGNMATTERS

Jennifer May
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RONALD McDONALD HOUSE CHARITIES + McDONALDS HQ

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