



Ronald McDonald
House Charities[®]
Alabama

Party

Heart of the House Gala

presented by **UAB MEDICINE**
The University of Alabama at Birmingham

Who:

You!

What:

2020 Heart of the House Party

- Features a mobile silent auction
- Virtual Red Carpet Pre-show
- Live event featuring exciting games and prizes, RMHCA guest family spotlight, and an opportunity to support the mission of RMHCA!

When:

July 29th-August 4th: Preview Mobile Silent Auction Items

August 5th: Bidding is Open for Mobile Silent Auction Items

August 7th: Heart of the House Party

6:30pm: Pre-show and Virtual Red Carpet

7:00pm: Live event begins

8:00pm: Live event concludes

9:00pm: Silent auction ends

Where:

- Streaming live on RMHCA Facebook Page
- Streaming live on RMHCA Youtube Channel
- Streaming live on rmhca.org/hohparty
- Text to give, text LOVE to '707070'

How:

You will need **TWO** devices - one to view the event, one to bid! Encourage your guests to bring their Smart Phone or Tablet for bidding.

■ Streaming/Viewing the Event:

- Smart TV/Apple TV/Roku/Amazon Firestick - stream Youtube or Facebook
- Laptop or Playstation with HDMI cable (see instructions here)

■ Bidding:

- Smart Phone
- Tablet
- Laptop or desktop computer
- To bid, you must first register at rmhca.org/hohparty. Once you are registered, we will send you a text message and email with your personalized bidding link when the auction opens on August 5th. Please save this link!

Why:

RMHCA provides a supportive "home away-from-home" for families and their children who are receiving medical treatment, and we can't do it without **YOU!**



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Key Things to Remember:

o **ENGAGE with us on Social Media:**

- Like and Comment during the livestream event on Facebook
- Share the livestream event on your Facebook page

o VIRTUAL Red Carpet Photos:

- Tag us in your Facebook photos @RMHCAAlabama of you and your household watching the livestream to be featured on the red carpet.
- Photos must be in compliance with current state, local, and CDC guidelines. We suggest only members of the same household in each photo. Group photos must be in compliance with mask and social distancing guidelines.
 - ***Please adhere to all current state, local, and CDC guidelines with regards to COVID-19 including masks social distancing and maximum group size.** RMHCA reserves the right not to post photos of parties in violation of guidelines.



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Watch Party FAQ:

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Where do I go to access the event?

Visit our Facebook page [here](#), our Youtube Channel [here](#), or watch at rmhca.org/hohparty. The livestream will begin at 6:30pm.

What if I don't have a smart TV/Apple TV/Roku/Amazon Firestick?

If you do not have a TV with streaming capabilities, you will need to have access to a laptop, playstation, or another device that will connect to your TV so that you can stream the event from Facebook, Youtube, or rmhca.org/hohparty. Remember, you can use an HDMI cable to connect your laptop to the TV.

How do I connect my Laptop and TV using an HDMI cable?

Check out this article [HERE](#) to learn how to connect your Laptop and TV using an HDMI cable.

What if I don't have an account with Youtube or Facebook?

You do not need a Facebook or Youtube account to watch the live stream. However, if you want to comment on the Facebook Live Stream during the event, you will need to be logged into an account.

Do I need internet access?

Yes, you will need internet access to stream the events from either Youtube, Facebook, or rmhca.org/hohparty. Your Smart TV and/or your laptop will need internet access. You may also want to consider providing your guests with a WIFI password so they can easily bid on auction items from their smart phones or tablets during the event.

What time do I log on?

It is recommended to have your technology set up prior to guests arriving at your event. We recommend to be ready for the pre-show no later than 6:15pm. The pre-show will begin promptly at 6:30pm.

What if I'm running late to log on?

If you are running late to begin watching the live streamed event, the video will pick up exactly where we are in the timeline. Just as if you were walking into an event late. You will be able to go back and watch the event after the conclusion. If you rewind during the event, you may miss live contests and/or opportunities to bid.