

PUT YOUR MONEY WHERE THE MIRACLES ARE.

Participate in the Miracle Home® Program and make a difference in a child's life



JAKIAH, 8
WILMS' TUMOR PATIENT

DID YOU KNOW?

Having a cause marketing strategy is good for communities and good for business.

- 92% of U.S. Consumers have a more positive image of a company that supports a social or environmental cause
- 87% will purchase a product because a company advocated for an issue they cared about

(Source: 2017 CONE Communications CSR Study)

MAKE AN IMPACT

Participate in the Miracle Home Program, and you can build even more goodwill with your current and future luxury clientele. Simply do what you do best, and then make a donation to your local Children's Miracle Network Hospital after each closed transaction.

When you give back your donations stay local – plus, you open up all of these opportunities:

- Showing you're a socially responsible local professional
- Attracting more repeat and referral business
- Making your listings stand out with Miracle Home sign riders
- Making contributions in your clients' names and sending them an Honor Card to let them know about your gift
- Becoming a Miracle Agent by donating \$500 or more each year
- Helping your office become a Miracle Office when total donations reach \$2,000 each year
- Supporting medical research initiatives and help local kids receive life-saving care

PARTICIPATE

1. Start giving – miraclehomeprogram.org

The Miracle System is the online donation center for the Miracle Home Program, and it's the foundation of your entire cause marketing strategy. Visit the site at miraclehomeprogram.org after each closed transaction to make your regular donation or create an Honor Card on behalf of your client.

* Log in with your remax.net username and password.

2. Start marketing – resources.miraclehomeprogram.org

After you're set up in the Miracle System, it's time to let everyone know you're giving back. Your marketing hub is the Miracle Home Benefits website.

Find all of these tools – and more – at resources.miraclehomeprogram.org:

- Miracle Home sign riders
- Co-branded RE/MAX and CMN Hospitals logos
- Exclusive resources for Miracle Agents and Miracle Offices
- FAQs and how-tos

3. Start connecting – cmnhospitals.org/Hospital/Search

There's a CMN Hospitals representative at your local hospital who's ready to work with you to help boost awareness, fundraising and your profile as a local business professional who gives back.

Find your local hospital at cmnhospitals.org

- Introduce yourself as a new supporter
- Share your fundraising and cause marketing goals
- Take a hospital tour to see the impact of your efforts
- Collaborate to organize a fundraising event

*(*Be sure to ask your Broker/Owner whether an officewide system is in place to process per-transaction donations and Honor Cards for participating agents. If so, you may not have to visit the Miracle System yourself after each transaction.)*



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**Children's
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MIRACLE HOME PROGRAM SIGN RIDERS



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HOME**

Helping kids at



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