




Children's  
Miracle Network  
Hospitals®

## THE MIRACLE HOME® & MIRACLE PROPERTY GUIDEBOOK

Take advantage of a simple, turnkey way to add cause marketing to your business strategy – and make a difference in a child's life.





**“I love that the money goes straight to my local CMN Hospital, which I know has provided great care for not only some of the agents in our office and their kids, but for some of my clients, too.”**

*– Sarah Abderrazzaq, RE/MAX Professionals,  
Olympia, WA*

**“I was so impacted by my visit to a NICU unit where I saw how our money makes it possible for babies to survive.”**

*– Brandi Minchillo, RE/MAX Southern Shores,  
Myrtle Beach, SC*

**JAKIAH, 8**  
WILM'S TUMOR PATIENT

## **RE/MAX & Children's Miracle Network Hospitals®**

Since 1992, RE/MAX and Children's Miracle Network Hospitals have partnered across the U.S. and Canada to raise more than \$150 million for 170 member hospitals across North America, with local hospitals allocating funds how they're needed most. Making a donation after each transaction, participating RE/MAX Offices and Agents are setting themselves apart in their communities by giving back to their local CMN Hospital.

# DID YOU KNOW?

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

- 91% of U.S. consumers and 93% of U.S. Millennials have a more positive image of a company that supports a social or environmental cause
- 84% of U.S. consumers and 86% of U.S. Millennials consider a company's social and environmental commitments before deciding what to buy or where to shop
- 85% of U.S. consumers and 91% of U.S. Millennials are likely to switch brands to one that's linked to a good cause
- 78% of U.S. consumers and 81% of U.S. Millennials consider a company's social and environmental commitments when recommending products and services to others  
(Source: 2015 CONE Communications Millennial CSR Study)

**Knowing what giving back can mean to your current and potential client base and kids in your community, you can accomplish so much by participating in the Miracle Home or Miracle Property program for RE/MAX Associates and Offices.**

Simply do what you do best, and then make a donation to your local Children's Miracle Network Hospital after each closed transaction.

### Open up all of these opportunities:

- Show you're a socially responsible local professional
- Give back to your local community and change kids' lives
- Attract more repeat and referral business
- Make your listings stand out in the community and on remax.com
- Earn the Miracle Agent distinction by donating at least \$500 each year
- Help make your office a Miracle Office when total donations reach \$2,000 each year



CONNOR, 10  
BRITTLE BONE DISEASE  
AND AUTISM

# HOW IT WORKS

## 1. Start giving – [miraclehomeprogram.org](http://miraclehomeprogram.org)

The Miracle System is the online donation center for the Miracle Home & Miracle Property programs, and it's the foundation of your entire cause marketing strategy. Visit the site at [miraclehomeprogram.org](http://miraclehomeprogram.org) after each closed transaction to make your regular donation or create an Honor Card on behalf of your client.\* If you have a [remax.net](http://remax.net) username and password, you already have an account and can log in right now.

## 2. Start marketing – [resources.miraclehomeprogram.org](http://resources.miraclehomeprogram.org)

After you're up and running in the Miracle System, it's time to let everyone know you're giving back. The Miracle Home & Miracle Property Benefits website is your marketing hub.

**Find all of these tools – and more – at [resources.miraclehomeprogram.org](http://resources.miraclehomeprogram.org):**

- Miracle Home, Miracle Property and Luxury Miracle Home sign riders
- Co-branded RE/MAX and CMN Hospitals logos
- Design Center flyer and postcard templates
- Exclusive resources for Miracle Agents and Miracle Offices
- FAQ's and How-to's

## 3. Start connecting – [cmnhospitals.org/Hospital/Search](http://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/Hospital/Search](http://cmnhospitals.org/Hospital/Search) and reach out:**

- 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.)

COOPER, 14  
DYSTONIA





## A MIRACLE STORY

Early in our pregnancy, we found out Julius was going to have Down Syndrome. It was scary at first. We were introduced to the Trisomy-21 Program at Children's Hospital of Philadelphia. They provided us with materials and resources, and answered all our questions. We realized just how amazing it is to have a hospital with specialists at the top of their field. We knew that no matter what health issues Julius was faced with when he was born, we had all the tools and resources to give him the best life.

Julius is now a healthy and strong 1-year-old. He's hitting his milestones with the help of the staff at CHOP, and our goal is for him to walk soon, which he's not that far away from, thanks to physical therapy. He is hilarious, constantly giggling and squealing, and making a sound that resembles a lion cub purr. We nicknamed him "Tugboat" because he loves the water and swimming. He enjoys belly crawling from room to room after our dog and is getting fast enough to actually catch her. We are so grateful for the staff and doctors at CHOP and could not imagine our life without our Julius.

– Liz Lutz, RE/MAX Home Experts, Philadelphia, PA

# Miracle Home® and Miracle Property Program Participation Form

**INSTRUCTIONS:** If there's a Miracle Home and Miracle Property Program administrator in your office who processes per-transaction donations and Honor Card contributions on behalf of participating agents, complete this form and give it to your administrator. If you'll be managing your Honor Cards and donations on your own, you do not have to complete this form.

RE/MAX Associate Name: \_\_\_\_\_

Office Name: \_\_\_\_\_

Office ID: \_\_\_\_\_

Office Address: \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Please check all that apply and complete the fields:

I, \_\_\_\_\_, agree to donate  \$25  \$50  \$100  \$ \_\_\_\_\_ after the close of each of my transactions with RE/MAX \_\_\_\_\_ dated from \_\_/\_\_/\_\_ forward.

I would like to send Honor Cards to my clients after each closed transaction (Participation in the Honor Card program requires a minimum contribution of \$25 per card for a residential transaction and \$50 per card for a commercial transaction.)

I authorize my brokerage to manage donations (and Honor Cards, if applicable) on my behalf and bill me for my regular contributions.

I understand that the entire amount of my donations will go to the Children's Miracle Network Hospital that serves my community. I also understand that by participating in the Miracle Home or Miracle Property program, I am authorized to promote myself as a supporter of Children's Miracle Network Hospitals® and my local CMN Hospital.

\_\_\_\_\_  
Associate Signature

\_\_\_\_\_  
Date

**Return this form to your Broker/Owner or Office Administrator**



WHY DO

Children's  
Miracle Network  
Hospitals®

NEED YOUR SUPPORT?



CHILDREN'S MIRACLE  
NETWORK HOSPITALS  
PROVIDE

**32 MILLION** PATIENT VISITS FOR  
**10 MILLION** KIDS EVERY YEAR.



EVERY HOUR, Children's Miracle Network Hospitals treat:



675

kids with  
TRAUMA



39

kids for  
DIABETES



92

kids for  
CANCER



39

babies in  
NICU\*



97

kids for  
SURGERIES



16,000

kids with  
TRAUMA



935

kids for  
DIABETES



2,218

kids for  
CANCER



925

babies in  
NICU\*




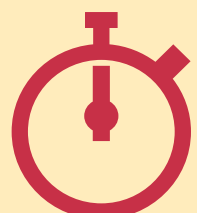
2,329

kids for  
SURGERIES

\* neonatal intensive care unit



EVERY DAY, Children's Miracle Network Hospitals treat:

**62 CHILDREN**  **ENTER A**  
**CHILDREN'S MIRACLE NETWORK HOSPITAL**  
**FOR TREATMENT EVERY MINUTE.** 

CHILDREN'S MIRACLE NETWORK  
HOSPITALS' MEMBERS PROVIDE



**\$3.4 BILLION**  
IN CHARITY CARE ANNUALLY.

SINCE 1983, CHILDREN'S MIRACLE  
NETWORK HOSPITALS

HAS RAISED  
MORE THAN **\$5**  
**BILLION,**  
MOST OF IT A DOLLAR AT A TIME.

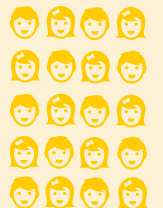


LOCAL   
CHILDREN'S HOSPITALS  
USE THE FUNDS  
HOWEVER THEY  
NEED THEM MOST.



EVERY  
MINUTE, CHILDREN'S MIRACLE NETWORK HOSPITALS

PROVIDE **\$6,500**  
TO HELP SAVE KIDS' LIVES.



**“When we send Honor Cards to our clients, they know it’s really because of their trust in us that we’re doing something for the community.”**

*– Dallas Green, RE/MAX Professionals, Kennewick, WA*

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**“I’m a parent, I’m a mother, and I can’t even imagine the helplessness that the families feel, the parents feel, the children feel. If I can have just one small piece in giving them comfort and some support, and giving them hope, then why wouldn’t I?”**

*– Kendall Bonner, RE/MAX Capital Realty, Lutz, FL*

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**“When we visit the hospital, it makes us grateful for the healthy kid we have at home. It’s moving.”**

*– Meleesa Pruett, RE/MAX State Line, Leawood, KS*

**RE/MAX<sup>®</sup>**



**Children's  
Miracle Network  
Hospitals<sup>®</sup>**

For more information about the Miracle Home  
or Miracle Property program, visit  
**[resources.miraclehomeprogram.org](https://resources.miraclehomeprogram.org)**