

BE THE MIRACLE

Miracles for **KIDS**

ASSEMBLE YOUR SQUAD

5 easy steps you can
follow to build
your circle

THE GIFTS OF GIVING

Learn about exclusive
jewelry from our
sponsor [gorjana®](#)

HOW TO THROW A VIRTUAL HAPPY HOUR

Tips for digitally
hosting your circle

360°
MIRACLE

Your Toolkit
Learn how to recruit
your 360° Miracle circle



WEAR THE MIRACLE

As a Founding Member, you'll not only make a difference in countless lives, you'll also **receive a unique symbol of your commitment from 360° Miracle's official jewelry sponsor – gorjana®.**

gorjana® has created a **line of limited jewelry pieces to celebrate you and your circles' accomplishments** and provide a timeless reminder of the incredible work your circle has achieved for those who need it most.



THE EXCLUSIVE gorjana® LINE INCLUDES:

GOLD BESPOKE BAR NECKLACE

Engraved for hand selected 360° Miracle **Founder Members who launch an initial giving circle.**

GOLD BESPOKE COIN NECKLACE

Engraved for 360° Miracle members who make the minimum commitment of **\$1,000** annually (or \$83.33 monthly).

GOLD BESPOKE BALI NECKLACE

Engraved for 360° Miracle "Gold Circle Members," who have reached a **\$10,000** annual fundraising milestone through their circle or individual efforts.



ROSE GOLD BESPOKE COIN NECKLACE

Engraved for 360° Miracle "Platinum Circle Members," who have reached a **\$100,000** annual fundraising milestone through their circle or individual efforts.



Easy Steps

RECRUIT YOUR 360° MIRACLE CIRCLE

(virtually or in person!)

Miracles for Kids is here to navigate a pathway to success by providing support every step of the way. From invitations and outreach to orchestrating a fun event, we'll help you plan, prepare and present to your circle. With a dedicated staff member, your role as founder will be smooth, simple and rewarding.

1. EXTEND THE INVITATION

Asking others to join you in raising support isn't easy. Make sure you are genuine and **speak from your heart while also being clear and direct** when asking women in your network to participate.

2. FOCUS ON THE BENEFITS OF GIVING

Your recruitment pitch should **focus on how THEY can make a difference for those in need**. Emphasize the opportunities they'll have to connect with women of influence, take part in exclusive, inspirational events and receive one-of-a-kind symbols of their support.

3. HOST A KICKOFF PARTY

As a Founding Member or Host of your own circle, you will have the opportunity to throw a **(virtual) party to share information** about Miracles for Kids and recruit your 360° Miracle giving circle. The goal is to make this experience fun and enticing!

4. CLEARLY SPECIFY RESPONSIBILITIES

Each 360° Miracle member will be responsible for **donating at least \$1,000 annually**. They will also have the opportunity to create and host their own circle of 10 or more women.

5. LEAN ON US FOR SUPPORT

Miracles for Kids is your partner to orchestrate outreach, plan events and provide support. **Visit 360Miracle.org to download information, tips and other tools.** Contact Robyn Williams at 714-730-3040 or rwilliams@miraclesforkids.org.

Key Tips

PERFECTING YOUR GIVING CIRCLE PARTY

(virtually or in person!)

DEFINE THE CAUSE

Members of your giving circle may be unfamiliar with Miracles for Kids. As a leader, **you'll inform and inspire your circle on the impact they will make** so they can serve as champions to mobilize support.

PROMOTE YOUR EVENT

Promoting your event via social media, email, text or through Miracles for Kids will build buzz and generate excitement that will **turn your party into a moment they won't want to miss.**

MAKE IT MOTIVATIONAL

Share a compelling story, an inspiring testimonial or a fundraising update to create a sense of purpose, demonstrate the importance of your work and **highlight the impact your circle is making.**

KEEP IT SHORT

Keep the pitch portion of your hosted event **concise and compelling so your circle can focus** on connecting, inspiring one another and creating excitement for the incredible cause you're working on together.

HAVE FUN

Raising awareness should be fun! Incorporating themes and festive elements will liven up your events so they will be meaningful, entertaining and engaging. Your goal is to **inspire more involvement, attract more women to the cause and galvanize more members** to launch their own circle.



Happy Hour

HOW TO HOST A VIRTUAL HAPPY HOUR

CHOOSE YOUR PLATFORM

There are many different chat platforms that allow your circle to connect virtually—**Zoom, Google Hangouts and even Facebook**. Choose the best option for your circle and make sure everyone knows how to use it before your first event. Not sure which platform to use? We can help you schedule and set up Zoom meetings.

CHOOSE YOUR BACKGROUND

Location, location, location. **Choose a spot that offers good lighting, minimal distraction and allows you to truly immerse yourself in the experience.** Many chat platforms offer virtual backgrounds that can inject a bit of whimsy into your event.

SET THE DATE AND TIME

Select a day and time that works for your circle—and then keep the date. Send out an email and/or text reminder to ensure your circle is available and ready. **Limit your virtual get-together to one hour.**

ENCOURAGE EVERYONE TO BRING A DRINK

Sharing a drink together, alcoholic or not, is a communal experience—it connects your circle, gives you an opportunity to “cheers” one another and helps everyone feel more relaxed—even when it’s done virtually.

PLAN AND DIRECT THE CONVERSATION

Because video chat get-togethers can be intimidating or make people feel shy, **plan to break the ice by kicking off and directing the conversation.** For your first virtual happy hour you could introduce each circle member and ask to share why they are interested in getting involved.



YOUR 360° MIRACLE HUB

Your 360° Miracle hub is the center of your circle. It's a space where circle members can share messages, images and inspiration—it's also where you can see the **fundraising progress of your circle and engage with other 360° Miracle members.**



• WHAT YOU CAN DO •

CUSTOMIZE YOUR PAGE

You have the opportunity to make your page the center of your circle's community. You can **name your circle, upload images and connect with members.**

MOTIVATE YOUR CIRCLE

We all need an extra push some days. Your hub is a space where circle members can **see your teams progress** and see how other circles' are faring—it's the perfect way to motivate your circle and encourage some friendly competition.



CROSS THE FINISH LINE

Ultimately, your circle's hub is a space where members can make their donation and **spur your circle to achieve its fundraising milestones—**supporting those that need it most!



RECRUITMENT MESSAGING

The following messaging samples can be used to help you **recruit women** to join 360° Miracle. Use them as-is or customize them to reflect the culture of your circle!

→ INFORMAL INVITATION SAMPLE

Dear <name>,

This is a crucial time to support those who need it most. We've talked about wanting to do something to help others in the wake of the COVID-19 crisis and this is our opportunity!

I'm forming a giving circle to support Miracles for Kids, a local non-profit organization that supports families with critically-ill children. I'd love for you to join us for a virtual happy hour on <date, time> to learn how you can be a part of this incredible mission.

If you have any questions, please call or text me at <xxx-xxx-xxxx>.

I can't wait to share this with you,

<name>

→ FORMAL INVITATION SAMPLE

Dear <name>,

I'm proud to be a part of Miracles for Kids' new giving circle. We are helping vulnerable families with a critically-ill child who are crumbling emotionally, financially and physically under the added impact of the COVID-19 crisis.

I want to invite you to a virtual happy hour on <date, time> to let you know how you can take part in this amazing mission that helps families fight bankruptcy, homelessness, hunger and depression—so they can fight for their child's life.

I look forward to sharing this opportunity with you!

<name>



Miracles **for KIDS**

For more information, please contact:

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714-730-3040 | rwilliams@miraclesforkids.org

360Miracle.org