



# Miracle Balloons 101

Miracle Balloons are a fun and simple way to support Children's Miracle Network!

## How to Sell Miracle Balloons

- ◆ Hold a meeting to explain the program to employees and identify an outgoing and enthusiastic employee as team captain.
- ◆ Make sure all employees know that 100% of the funds stay in our community to benefit The Children's Hospital.
- ◆ Train your staff to ask each customer "Would you like to donate to The Children's Hospital?" Allow the customer to select an amount.
- ◆ Create an area to display the balloons and information about Children's Miracle Network.

## Ways to Generate Enthusiasm Among Your Staff

- ◆ Customers and employees alike love to see the difference each dollar makes. Post a goal chart in a location visible to all.
- ◆ Create small goals during the campaign by setting weekly, daily and even shift goals. Offer contests with incentives for the top fundraiser.
- ◆ Update your staff often with your fundraising total and who is leading the pack in sales. A little friendly competition goes a long way!
- ◆ Share the story of a Champion child or have an employee share a personal experience from The Children's Hospital.
- ◆ Invite a local Children's Miracle Network representative to speak at a meeting and share tangible facts, such as the number of patients treated from your community.



## Display Ideas

- ◆ Pick a display area that is visible to customers and employees.
- ◆ Make your balloons soar by stapling them to a string and hanging them from the ceiling.
- ◆ Make Miracle Balloon wallpaper by taping them to the walls.
- ◆ Be creative and have fun!

## Tools

Visit [www.cmnrockymountain.org](http://www.cmnrockymountain.org) for printable information including:

- ◆ Inspirational stories of children that you help
- ◆ The Children's Hospital's impact on your community
- ◆ Online supply reorder (also available via phone at 720.777.1712)

