

MARLEE, 11
RARE CONDITION AFFECTING RIBS
& VERTEBRAE PATIENT



Month of
MIRACLES



Children's
Miracle Network
Hospitals®

THE POWER OF CAUSE MARKETING IN BUILDING YOUR BUSINESS



Given similar price and quality, **90% of consumers** are likely to switch brands to one associated with a **good cause**.



82% of consumers consider a company's **social and environmental commitments** when deciding what to buy and where to shop.



87% of millennials will purchase a product with a **social benefit** and **82%** will tell others in their networks about it.



85% of consumers say a simple **thank you** after giving is enough.



62% of employees would choose to work for a **socially responsible company** even if the salary is less than at other companies.

SOURCES: 2015 CONE COMMUNICATIONS/EBIQUITY GLOBAL CSR STUDY,
2015 CONE COMMUNICATIONS MILLENNIAL CSR STUDY AND THE
CATALIST 2016 REVELATIONS AT THE REGISTER STUDY

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