

Credit Unions for Kids

Miracle Jeans Day 2018

Suggested Text To Engage Credit Union Employees

SUBJECT: Wear your favorite jeans and make a miracle happen!

EMAIL TEXT:

Fellow Credit Union team members,

Miracle Jeans Day is coming up on September 12, and you’re invited to participate in this lifesaving fundraiser.

Last year, thanks to you, our amazing staff, and incredible members we raised $Xto benefit our local Children’s Miracle Network Hospital. With a goal of $Y, we’re hoping to top that number this year! See how we can make that happen below.

**$5 can go a long way at a Children’s Miracle Network Hospital!**

Your donation could buy:

* A blanket for a baby in the NICU
* 10 tiny diapers for premature babies
* A blood pressure cuff specially designed to fit tiny little arms

**How to Donate**[Enter instructions based on how you, as team leader, plan to collect donations. Don’t forget to include deadlines!]As a reminder, your donation is tax-deductible, and every penny goes to help kids at our local CMN Hospital, local hospital.

**Let’s Make a Miracle!**Your participation helps kids like patient name, a patient at local hospital\*. When we come together for a good cause, we can truly make a difference. With your support, we can give more local kids the miracles they deserve! Thank you!

For The Kids,

name

*\*Your local CMN Hospital’s website likely features patient stories. Link to one here! If you need help finding a patient story, contact your local CMN Hospital representative or* [*MiracleJeansDay@CMNHospitals.org*](mailto:MiracleJeansDay@CMNHospitals.org)



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Team Participation Email #2

SUBJECT: Miracle Jeans Day Reminder

EMAIL TEXT:

Good morning, Credit Union!

We only have a few days left to participate in our local Children’s Miracle Network Hospital’s Miracle Jeans Day! So far we have collected $X which means we are at % of our total goal of $Y. A huge thank you to those who have already made a contribution.

As a reminder, the funds we raise go to help kids at our local [local CMN Hospital name]. Your contributions help the hospital fund life-saving research, advance technology, support charity care, and provide programs like Child Life Specialists who make the time at the hospital a little easier for the patients, like patient name\*.

You can donate by (Enter instructions based on how you, as team leader, plan to collection donations. Don’t forget to include deadlines!).

Thanks again for supporting the kids!

With much appreciation,

name

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Team Participation Email #3

SUBJECT: Miracle Jeans Day is Tomorrow!

EMAIL TEXT:

Good morning, Credit Union!

Excitement is building for tomorrow’s Miracle Jeans Day! Tomorrow is the day we can make miracles happen by helping our local Children’s Miracle Network Hospital, and we are inching closer to our goal! So far, we have collected $X which means we are at % of our total goal of $Y! A huge thank you to those who have already made a contribution and for getting members excited about our special cause.

Dressing down tomorrow will be nice but keep in mind that the real miracles happen when we collect more money to help the kids at our local Children’s Miracle Network Hospital, hospital name. Patients like patient name\* are counting on you!

You can donate by (Enter instructions based on how you, as team leader, plan to collection donations. Don’t forget to include deadlines!).

Thanks again for supporting the kids!

With much appreciation,

name

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Miracle Jeans Day 2018

Team Participation Email #4

SUBJECT: Happy Miracle Jeans Day!

EMAIL TEXT:

Good morning, Credit Union!

Today is not just any old Wednesday. Today is Miracle Jeans Day! The chance to wear jeans to work is great. The chance to be a part of the lifesaving work of Children’s Miracle Network Hospitals is spectacular.

We thank you for your participation and the efforts you made to make this day a successful group effort. What you are doing today will send a message to the children. Don’t forget to tell members why you’re dressed down and remind them that they can donate as well!

Thanks again for supporting the kids and for making miracles happen on this Miracle Jeans Day!

With much appreciation,

name

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