**Mission Statement:** The Tiffany Circle is a community of women leaders who advance the American Red Cross mission by engaging and embracing women through a focused investment of time, talent and treasure by engaging and embracing women locally, nationally and internationally.

**Vision:** To alleviate human suffering in the face of disaster through the collective power of women leaders.

During the next three years, the Tiffany Circle will work on the following focus areas as part of its national strategic plan.

* *Operating with excellence.* The Tiffany Circle aspires to be a “best in class” philanthropy program in support of the overall Red Cross mission. To reach that goal, it will promote consistent donor experiences at the local level and quantify the impact of its work.
* *Increasing diversity.* To ensure that it reflects the communities the Red Cross serves, the Tiffany Circle will engage more diverse women in its efforts, particularly women in the 25-40 age range.
* *Retaining and growing membership.* By FY2017, the Tiffany Circle aims to grow annual revenue from the $9.8M raised in FY2014 to $20M by FY2017. The intention is also to increase membership from 763 in FY2014 to 1,400 in FY2017. These revenue and membership goals are predicated upon building the women’s giving pipeline to include strategies for cultivating gifts of less than the $10,000 Tiffany Circle minimum commitment.
* *Implementing a programmatic focus.* The Tiffany Circle has adopted a focus on the home fire preparedness, as part of the Red Cross’ five-year campaign. The Tiffany Circle will help reduce the number of people who die or are injured in home fires.

**Tiffany Circle Elevator Responses to “What’s the Tiffany Circle?” Offered by Ken Mundt, Seattle WA**

The most effective elevator responses are personalized to reflect your unique experience as a Tiffany Circle member. The versions below are jumping off points for you. If you participate in hands-on activities, mention that. If it is the networking, promoting the power of women in philanthropy, or opportunity to influence the direction of the Red Cross, that move you, include those things. Moreover, elevator responses should be dynamic. That is, as the direction and focus of our Circle evolve so too will our responses to the question, “What’s the Tiffany Circle?”

**2-story version** (GOAL: Stimulate interest by focusing on the impact and scope of the Tiffany Circle):

The Tiffany Circle is a group of women who combine a heartfelt commitment to the Red Cross with the power of their philanthropy to change people’s lives. More than 750 women across the country are members of Tiffany Circles in various cities, investing their resources, leadership, time, and compassion to support Red Cross programs.

**4-story version** (GOAL: Stay focused on impact by building on 2-story version and add breadth to Red Cross impact and hint at how TC members are involved– it’s much more than just their money.)

The Tiffany Circle is a group of women who combine a heartfelt commitment to the Red Cross with the power of their philanthropy to change people’s lives. More than 750 women across the country are members of Tiffany Circles in various cities, investing their resources, leadership, time, and compassion to support Red Cross programs.

Tiffany Circles focus on supporting the Red Cross core work. For example, members at many Circles devote their energy to volunteer and help communities and families prepare for and recover from disasters. Other Tiffany Circles decide their passion is with the Red Cross very first line of service, and support programs that provide a broad array of services to military personnel and their families, helping them stay strong and resilient.

**10-story version** (GOAL: Now that the listener is moved by what the Red Cross accomplishes, provide more detail about TC membership, such as the gift amount, while keeping the impact of the Red Cross on the donor and on the world as the focus.)

The Tiffany Circle is a group of women who combine a heartfelt commitment to the Red Cross with the power of their philanthropy to change people’s lives. More than 750 women across the country are members of Tiffany Circles in various cities, investing their resources, leadership, time, and compassion to support Red Cross programs.

Tiffany Circles focus on supporting the Red Cross core work. For example, members at many Circles devote their energy to volunteer and help communities and families prepare for and recover from disasters. Other Tiffany Circles decide their passion is with the Red Cross very first line of service, and support programs that provide a broad array of services for military personnel and their families, helping them stay strong and resilient.

Tiffany Circle members invest $10,000 per year that goes directly to Red Cross programs. They tell us the Tiffany Circle deepens their experience as donors and volunteers because they truly become an integral part of an organization that has been providing humanitarian relief and restoring hope around the world for more than 130 years. They say that sense of belonging takes their philanthropy to a deeper, more meaningful level in their lives.

**Tiffany Circle Elevator Speech-(with a Recruitment Focus)**

The Tiffany Circle was founded in 2006 to unite philanthropic women who give of their time, talent, and treasure to the American Red Cross. This powerful group of women leaders focused their efforts to lift up those in need and see the impact of hope on their community. By investing $10,000 or more annually in the American Red Cross, members are following in the footsteps of a long line of women leaders who have helped the Red Cross since it was founded by Clara Barton over 130 years ago.

Tiffany Circle member are important advocates of the Red Cross. Engaged members are personally involved in the work of the Red Cross. Through their generous annual donations the impact unites and strengthens local communities. Local Tiffany Circle programs are part of a national network of strong, female influencers.

Members are invited to attend the National Summit of Women Leaders held in Washington, DC. Local chapters host hands-on volunteer activities and exclusive Tiffany Circle events. Today, over 750 Tiffany Circle members make a difference and play a significant role supporting the humanitarian mission of the American Red Cross. Join us.

**Tiffany Circle Elevator Speech (with an Historical Focus)**

In 2006, the Tiffany Circle was created as a society comprised of wo**m**en who give their time, talent and treasure to the American Red Cross. Tiffany Circle women are committed to serving the organization through leadership and philanthropy. By investing $10,000 or more annually in the American Red Cross, members follow

in the footsteps of a long line of women leaders who have helped the Red Cross since it was founded by Clara Barton over 130 years ago. The Red Cross serves the American public in times of war and peace through disaster response, blood collection, safety training and countless other community assistance services. The Red Cross depends upon donations as it is not funded by the US government.

The Tiffany Circle is named for the Louis Comfort Tiffany-designed stained glass windows at the American Red Cross National Headquarters in Washington, DC. The windows were financed by a joint $10,000 philanthropic gift of the women of the North and South, which is commemorated in the annual gift from Tiffany Circle members. Today over 750 Tiffany Circle member leaders make a difference in their community and are connected across the nation and around the world. Join Us.

1/17