According to The National Association of Math Circles, one of the intended goals of a circle is to provide a setting that encourages students to become passionate about mathematics. But this goal can be elusive—we are all familiar with the experience of presenting material that we find fascinating, only to be slightly disappointed with the lack of appreciation on the part of our audience. In this talk we will discuss strategies for enabling students to contribute, in a meaningful way, to the development of a mathematical idea without setting the circle adrift. We will also examine other factors, such as room size or choice of topics, which can either promote or inhibit the desired setting. Finally, we will present a variety of topics and problems that are well-suited to fostering passion for mathematics. (Received September 21, 2010)