



## Background

In the last 20 years, only 4 cancer treatments have been developed and approved specifically for children.

CureSearch is on a mission to end childhood cancer by driving **targeted, innovative** research with **measurable** results in an **accelerated** time frame.



## Communication Challenge

We need to build **awareness** of CureSearch with a sense of **urgency** to increase pediatric cancer research **funding**.



## Business Challenge

With a budget of \$3M, we'll leverage a **corporate partnership** to raise **\$2M** by the end of 2021.

Help end childhood cancer.

Get Involved

St. Jude Children's Research Hospital

St. Jude patient Kyler

You just have to Power Through It."

Lorent, age 16

Join the fight to Tackle Kids Cancer. Donate Now.

TACKLE KIDS CANCER

CHILDREN'S CANCER INSTITUTE

CHILDREN'S CANCER INSTITUTE

HOUSTON, TEXAS

LET'S TAKE CHILDHOOD BACK FROM CANCER.

LEARN MORE

St. Baldrick's FOUNDATION

Nate, cancer fighter

Children's Cancer Research Fund\*

Bold research. Lifesaving Cures.

ChildrensCancer.org

Brooklyn, cancer survivor

MIGHTY kids research

Put your money where the miracles are.

Honey Nut Cheerios

Children's Miracle Network Hospitals

# The Reality:

## We can't out-empathy or out-spend legacy pediatric cancer research foundations

In 2019, direct competitors spent over **\$140 million in broadcast channels**, and healthcare organizations' ad spend is projected to reach **\$11.56 billion by 2021**.<sup>2</sup> Their messaging is largely emotional, focusing on the impact of cancer on children's lives.

In order to achieve our fundraising goal, we can't rely on pulling at heartstrings through these traditional media channels. We have to do something different.

In the world of charitable donors, there's a segment that is skeptical, results-oriented, and innovative: **The Discerning Donors**

### The Discerning Donor

They're more interested in catalyzing change than addressing immediate need.

They appreciate efficiency. They take advantage of products and services that speed up their lives. Think Uber, TaskRabbit, or DoorDash.

Ultimately they use their business savvy to make a difference in the world

### They give like investors

- "Across America, social entrepreneurs are **marrying social justice goals with data-driven practices**"  
*FORTUNE*
- "[Venture Philanthropy] refers to **charitable giving as an investment**, where the primary performance metric is the impact of the beneficiaries you're giving will have."  
*Stanford Social Innovation Review*

While other pediatric cancer research foundations fund **care**



CureSearch stands out by **speeding up** research to deliver a **cure**

St. Jude donations fund:

- Feeding patients and their families
- Funding celebrations like No More Chemo Parties
- Helping kids' growth during treatment with books, art supplies, and toys

CureSearch donations fund:

- Accelerated research with rigorous milestones
- Essential library supplies for researchers
- Research for novel immunotherapies

Partnering with Amazon Prime will reinforce our dedication to **speed** and **results**



The Amazon logo, consisting of the word "amazon" in a lowercase, bold, sans-serif font with a curved orange arrow underneath it.

*Index: 125*

There's an audience of 61M Prime users who fit the **Discerning Donor** mindset.

### Plus, Prime users are highly active



**85%** of Prime Members visit Amazon at **least once a week**.



**46%** of Prime Members make weekly purchases.



Prime Members are more likely to **shop via mobile** compared to non-members.

# The Big Idea

Let's get Prime Members to **slow down** packages to **speed up** pediatric cancer research.

## Choose your Prime delivery option:

- Tomorrow, Mar. 7**  
FREE One-Day Delivery
- Monday, Mar. 9**  
FREE Amazon Day Delivery  
Delivery in fewer boxes on Monday ([Change](#))

**Friday, Mar. 13 - Monday, Mar. 16**  
When you slow down your package, you'll speed up pediatric cancer research by donating \$1 to Curesearch  
[Learn more](#)

Currently, Prime Members can slow down shipping in exchange for a \$1 digital credit.

During the Pediatric Cancer Awareness month in September, Amazon will donate \$1 to CureSearch when Prime members slow down their packages.

This gives **Discerning Donors** a simple way to drive fast, impactful pediatric cancer research when they're in a "speed" mindset.

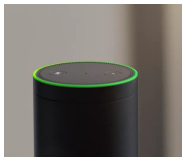
# Amazon's vast ecosystem can activate the Discerning Donor in unique ways in a crowded media landscape

## Grow Awareness



### Packing tape

For packages that have been slowed down, we will turn the blue Amazon tape **CureSearch green**.



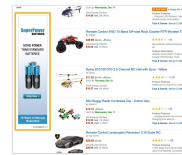
### Echoes

Instead of their default blue, Echoes will light up **CureSearch green** in September to educate users about pediatric cancer treatment and CureSearch.



### Lockers

Amazon lockers across the country will be skinned **CureSearch green** with branding that says, "CureSearch - Cancer treatment delivered to kids faster."



### Amazon DSP

We'll run across Amazon's DSP to increase awareness and educate people about CureSearch ahead of September as well as during Holidays and Prime Day.

## Increase Fundraising



### Packing tape QR Code

Our **CureSearch green** packing tape will include a QR code that enables recipients to donate \$5 directly through their Amazon app.



### Email Reminders/App Notifications

Discerning Donors who slowed their packages will receive email and app updates about the impact of their donation and re-engage them for future donations.

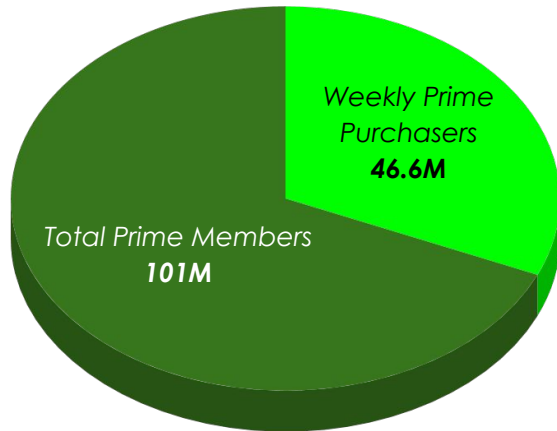
We'll target audiences ahead of pediatric cancer awareness month and during key giving times like Holidays & Prime Day

		AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC	EST. BUDGET
GROWING AWARENESS	CURESEARCH PACKAGE TAPE		▬												▬				250K
	ALEXA INTEGRATION		▬												▬				\$75K
	LOCKER WRAPS	▬	▬											▬	▬				\$500K
	AMAZON DSP (Video & Static)	▬	▬			▬								▬	▬			▬	\$750K
FUNDRAISING	CURESEARCH QR CODE TAPE		▬												▬				N/A
	EMAIL/APP NOTIFICATION	▬	▬			▬							▬	▬				▬	N/A
																			\$1.5M

By focusing on a clever, non-traditional partnership that activates our audience in simple ways, we're able to spend only half of the budget to achieve our fundraising goal.



## Donations and Measurement



46% of Prime members buy packages at a weekly rate. That correlates to over **186.4M packages per month.**

Assume 1% of these packages are slowed down for a \$1 contribution to CureSearch:

$186.4M \times 1\% \text{ cvr} = \$1.86M$  potential donations per September

*Potential total from slowed packages in 2020 and 2021: **\$3.7M***

QR Code \$5 donations benchmarked at .1% cvr of 1.86M monthly packages:

$1.86M \times .1\% = 184.4 @ \$5 \text{ donations} = 932K$  per September

*Potential total from QR Codes in 2020 and 2021: **\$1.86M***

**Total Potential Donations from tactics: \$5.56M**

### Awareness KPIs:

- Alexa usage
- Earned PR
- Brand lift study

### Fundraising KPIs:

- Slow down packages
- QR code donations
- Donations through email update

### Impressions:

- Boxes with green tape delivered: 3.7MM
- Prime Members at checkout page: 186.4MM
- Amazon Lockers: Added Value (foot traffic audit)
- Email/App notification: 5.56MM
- People who have donated via QR code: 1.86M

**= Total est. impressions: 197.5M**

# Why it will work



Amplifies our differentiator in a crowded market



Taps into an audience that's aligned with our values



Engages people where they already are, and makes it easy for them to have an impact