

# SITUATION

Pediatric cancer is the number one disease-related cause of death in children, yet it will see **ONLY 4% OF THE \$6.4B SPENT** on cancer research in 2020. Without adequate funding and resources, **PEDIATRIC CANCER TREATMENTS HAVE BEEN LEFT IN THE PAST.**

While **ONE IN EIGHT CHILDREN WON'T SURVIVE** their diagnosis, two-thirds of the patients who do will be **LEFT WITH LIFELONG, DEBILITATING SIDE-EFFECTS.** To blame? Outdated, toxic treatment options approved more than 30-years ago – well before these patients' lifetimes – that remain **VIRTUALLY UNCHANGED** since the days of brick cell phones, dial-up internet and floppy disks.

# OUR CHALLENGE

Drive awareness of CureSearch for Children's Cancer and their unique mission to **ACCELERATE THE DEVELOPMENT OF NEW AND INNOVATIVE TREATMENTS** to rise above the 1,000 other pediatric cancer foundations as the go-to partner for corporations looking to make an impact in the fight against childhood cancer.



**CURESEARCH**  
FOR CHILDREN'S CANCER

# TARGET AUDIENCE

Our goal is to reach **corporations** seeking an ongoing charitable partner. But in order to raise awareness among corporations, we need to understand who influences charitable donation decisions **from within**.

## PRIMARY



### THE DECISION MAKER

#### SENIOR LEADERSHIP

They participate more than ever in charitable decision making.

- 79% of survey respondents said that c-suite is involved in approval of nonprofit partnerships



### THE DRIVING INFLUENCE

#### MILLENNIAL EMPLOYEES

As the largest segment of the workforce, they are most likely to contribute to work-sponsored initiatives.

- 84% have made a charitable donation
- 64% volunteer locally
- 46% donate to crowdfunding

## SECONDARY



### THE ADVOCATES

#### HEALTHCARE EMPLOYEES

Trusted voices on the front lines of treatment can help generate awareness of CureSearch among those most affected by cancer.

We'll conduct outreach and provide branded materials to doctors, nurses and patient advocates to distribute to caregivers after receiving their child's diagnosis.

# INSIGHT

## THE DECISION MAKER

Corporate leaders live a busy lifestyle made busier by the constant connectivity of their smartphones. **THE INTERNET HAS REVOLUTIONIZED THEIR JOBS** and the way they work. As a result **THEY EXPECT TECHNOLOGY TO HELP THEM GET THEIR JOB DONE** whenever and wherever they are.

**Primary channels:** LinkedIn, Facebook

## THE DRIVING INFLUENCE

Millennial workers are digital natives, **CONSTANTLY CONNECTED** to their devices and using the internet to plan their every move. They like to try new things that no one else has – including the **LATEST ELECTRONICS** – and they tap into their digital resources for information on how to spend any free time they may have.

**Primary channels:** Reddit, Facebook, Instagram

Both groups like to be on the cutting edge of innovation in their own lives because they know that when the stakes are at an all-time high, **RELYING ON OUTDATED TECHNOLOGY JUST DOESN'T CUT IT.**



# STRATEGY

While they feel the impact of innovation in their everyday lives, **our audience is unaware of the outdated treatments doctors are forced to use when treating cancer in young patients.**

Our campaign will employ a multi-layered approach to illustrate the need for updated cancer treatment options by drawing a parallel with the disparity between technology used today and decades ago to reframe the conversation around pediatric cancer research.

# CREATIVE IDEA

The top minds in business today wouldn't consider sending messages by fax or connecting to the internet with dial-up, so when the stakes are life-and-death, why should you depend on 30-year old technology?

To highlight the urgent need for funding to drive innovation in pediatric cancer research, we'll intercept those who are most reliant on technology to expose the stark contrast between advances in business technology and the lack of progress in pediatric healthcare.

The good news: **IF YOU DONATE, WE CAN INNOVATE.**

# BRINGING IT TO LIFE

Kicking off Children's Cancer Month in September, we'll hijack Disrupt SF 2020, where the brightest minds in startups will be gathered to discuss the future of disruptive technology. To give the conversation a powerful voice, we'll partner with an influential innovator known for driving cutting-edge advancement in his field who's foundation supports pediatric causes: **ELON MUSK**.

Although expected to be in person, Musk patches in via live broadcast styled as a glitchy, 30-year old dial-up line, constantly rebuffering as he speaks, visibly frustrating the crowd. Elon emerges from backstage to explain that no one should have to rely on old technology to do their job when the stakes are high.

After educating the audience on CureSearch's mission, he announces a **CHANGE.ORG PETITION** to lobby for more federal funding for pediatric cancer research and pledges to donate \$1 for each signature, up to 500,000 signatures.



**TC** TechCrunch

TECHNOLOGY

**Elon Musk Hijacks Disrupt SF to Lobby for Better Cancer Treatment**

**FASTCOMPANY**

TECHNOLOGY

**Elon Musk Tells Silicon Valley: Cancer Treatments for Children Aren't Cutting It**

**WSJ**

BUSINESS

**Musk Foundation Pledges to Innovate Outdated Children's Cancer Treatments**

**npr**

HEALTH

**How Elon Musk and CureSearch are Celebrating Children's Cancer Month**



DECISION MAKERS

# SUSTAINING MOMENTUM

We'll take the Disrupt show on the road to conferences and expos that attract corporate leaders, like the NTEN Conference and Engage for Good.

We'll invite media and corporate decision-makers to CureSearch events at hotels around the conference centers, which have been thrown back in time, with rotary phones, box TVs and other old school equipment. Signage will reinforce while you expect the latest technology to do your job, pediatric cancer patients can't expect the same.

To drive the message home we'll deploy targeted ads to leadership on LinkedIn calling attention to CureSearch's unique mission and driving traffic to CureSearch.org.



Making a call on this phone is hard, but it isn't life and death. Did you know that when the stakes are high pediatric cancer patients put their lives in the hands of 30-year old treatments?

CureSearch for Children's Cancer is on a mission to change that.

If you donate, we can innovate.  
[curesearch.com](http://curesearch.com)

Seamless experience  
as target navigates  
from offline to online

**CureSearch for Children's Cancer**  
1,395 followers  
Promoted

When the stakes are life-and-death, why should cancer patients depend on 30-year old treatment? Learn how you can become a corporate partner to help CureSearch accelerate children's cancer research.

Don't worry, our treatment is 30 years old and works.... most of the time.

If You Donate, We Can Innovate [Learn More](#)

DRIVING INFLUENCE

# SUSTAINING MOMENTUM

Using a retro treatment, we'll target millennials on Reddit, Facebook and Instagram with patient stories and an interactive Instagram filter to encourage them to sign the Change.org petition.

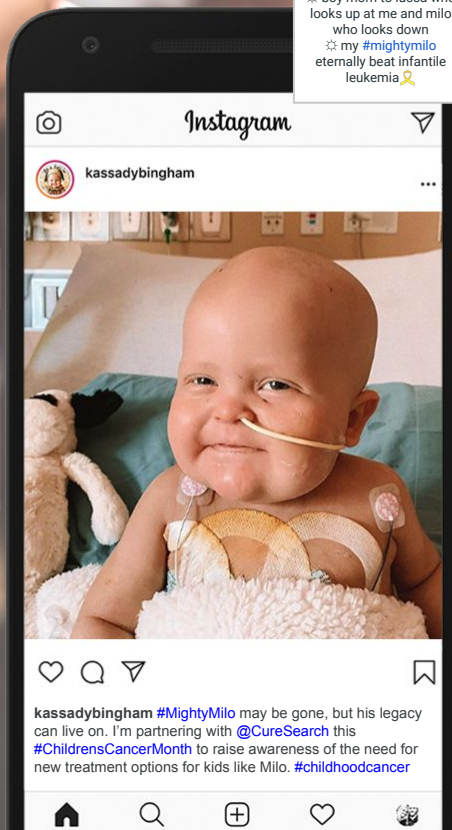
Once users interact with social content, they'll be retargeted with additional social posts driving continued education on CureSearch's mission and ways to get involved in their community, like CureSearch Ultimate Hikes and CureSearch Walks.

We'll also partner with influencer Kassady Bingham who lost a child to leukemia to raise awareness of CureSearch's mission and be an ambassador of the cause.

REDDIT



INSTAGRAM INFLUENCER



INSTAGRAM FILTER



# PERSUADING DECISION MAKERS

In order to show senior level decision-makers the value of their partnership with CureSearch, we'll develop materials for advocates within corporations, like employees, community relations experts and those that are passionate about pediatric causes, to get senior leadership on board.

## PRINTED MATERIALS WILL:

- Showcase the ease of engaging employees with CureSearch Ultimate Hikes and Walks in their community
- Feature CureSearch researchers illustrating how donations are directly impacting their research
- Provide the opportunity to have select CureSearch researchers meet-and-greet top corporate donors
- Tout the benefit of potential donors aligning with innovators in technology and business
- Highlight that corporate donors will be featured in prominent website placements, i.e. homepage marquee



## BUT WAIT...

**CharityNavigator.org** is a critical resource used by corporations as they assess a partnership opportunity.

CureSearch currently isn't rated due to a lack of financial information, which could derail any potential interest from corporation partners before it starts.

**Our solution:** Work with Charity Navigator and CureSearch to address any gaps in information to get rated on the website.



# CHARTING THE PATHS TO CORPORATE PARTNERS

## THE CSR EXECUTIVE



CSR executive at NTEN conference visits CureSearch.org after attending branded conference event



Interested in supporting the cause, they check CureSearch rating on CharityNavigator.org



Puts CureSearch forth as a recommended charitable partner for CEO consideration

## THE DRIVING INFLUENCE



Millennial employee is targeted on Reddit to sign Change.org petition



After learning about CureSearch mission, lobbies senior leadership to become a charitable partner

## THE DECISION MAKER



Googles CureSearch, sees WSJ.com article about Elon Musk driving innovation in healthcare with CureSearch, signs on as a corporate partner



## THE ADVOCATE



Pediatric oncologist shares CureSearch materials with patient's caregiver to learn about prognosis



Patient caregiver talks to their friends and family, mentioning CureSearch as a helpful resource



Family visits CureSearch website, is retargeted on social media with social posts about coordinating a CureSearch Walk in their community



Co-workers of rally around family during crisis and sign up for CureSearch Walk, drawing attention from senior leadership

# TIMELINE AND BUDGET

## MEASURING SUCCESS

**GOAL:** Raise awareness within the corporate community

- 10 top-tier placements
- 5 influencer posts
- 620M potential impressions

**GOAL:** Educate donors on the urgent need for childhood cancer funding

- 6M website traffic (1% site visit rate)
- 190K engagements

**GOAL:** Generate \$2M in new donations within 18 months

- 600K new donors (10% donation rate)
- 4 corporate partners

Result:  
**\$3.5M**  
donations\*

BUDGET	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
\$350K	Launch: Disrupt SF		Media Event: Dreamforce Conference				Media Event: NTEN Conference		Media Event: Engage for Good
\$100K	Influencer Instagram Post		Influencer Instagram Post		Influencer Instagram Post		Influencer Instagram Post		Influencer Instagram Post
\$135K	Always on News Engine & Social Amplification <i>Includes Instagram filter, LinkedIn, Facebook/Instagram, Website retargeting</i>								
\$15K	Printed Materials <i>Distribution to hospital advocates &amp; employee advocates</i>								