



CURESEARCH

FOR CHILDREN'S CANCER

M-105-137



AMBITION:

Raise \$2MM in
CureSearch donations
through corporate
partnerships

BARRIER:

Corporations are
overwhelmed with
non-profit
opportunities

*'Over 1,000 pediatric cancer
foundations across the United States
have formed to support research
needs' - **Brief***

CHALLENGE:

Make CureSearch the charity for
companies to show that they care
about more than money

YOU TOLD US TO GO AFTER CORPORATIONS – WE ZEROED IN ON THEIR EMPLOYEES

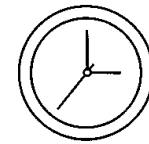
The **'MORE THAN MONEY'** Millennials



MILLENNIALS ARE THE
LARGEST GROWING
POPULATION IN THE
WORKFORCE*



81% OF MILLENNIALS EXPECT
COMPANIES TO MAKE A
PUBLIC COMMITMENT TO
GOOD CITIZENSHIP*



CORPORATIONS WANT HAPPY
EMPLOYEES AND MILLENNIALS
WANT THEIR **TIME** IN THE
OFFICE TO MEAN SOMETHING

*Pew Research Center: <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

*Agility PR: <https://www.agilitypr.com/pr-news/public-relations/why-brands-need-to-pay-attention-to-millennials-csr-ideals-now/>



INSIGHT:

**CORPORATIONS KNOW TIME IS
MONEY – BUT FOR KIDS WITH
CANCER MONEY CAN MEAN
MORE TIME**



STRATEGY:

**CONVERT UNUSED VACATION
TIME INTO A CURRENCY THAT
HELPS CURESEARCH GIVE MORE
TIME TO KIDS WITH CANCER**



CURESEARCH
FOR CHILDREN'S CANCER



BIG IDEA:

TURN UNUSED VACATION DAYS INTO MONEY FOR A CURE



We will create a unique timecode that employees can log at the end of the year to donate their unused vacation days.

*'In 2018 a total of 768 million days went unused – of those, 236 million were completely forfeited'**

We will provide employees with a 'Code for a Cure' toolkit to

- *implement the unique time code*
- *communicate with their employer*
- *educate their coworkers*

ultimately making them our in the office advocates

Through capitalizing on an existing work task and already accounted for funds, we make CureSearch the obvious & easy choice for corporations to partner with.

Create the Code with ADP



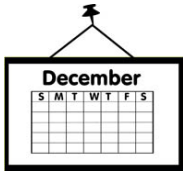
CSCC - 43

Cure Search for
Children's Cancer

43 representing the 43 children
diagnosed with cancer everyday

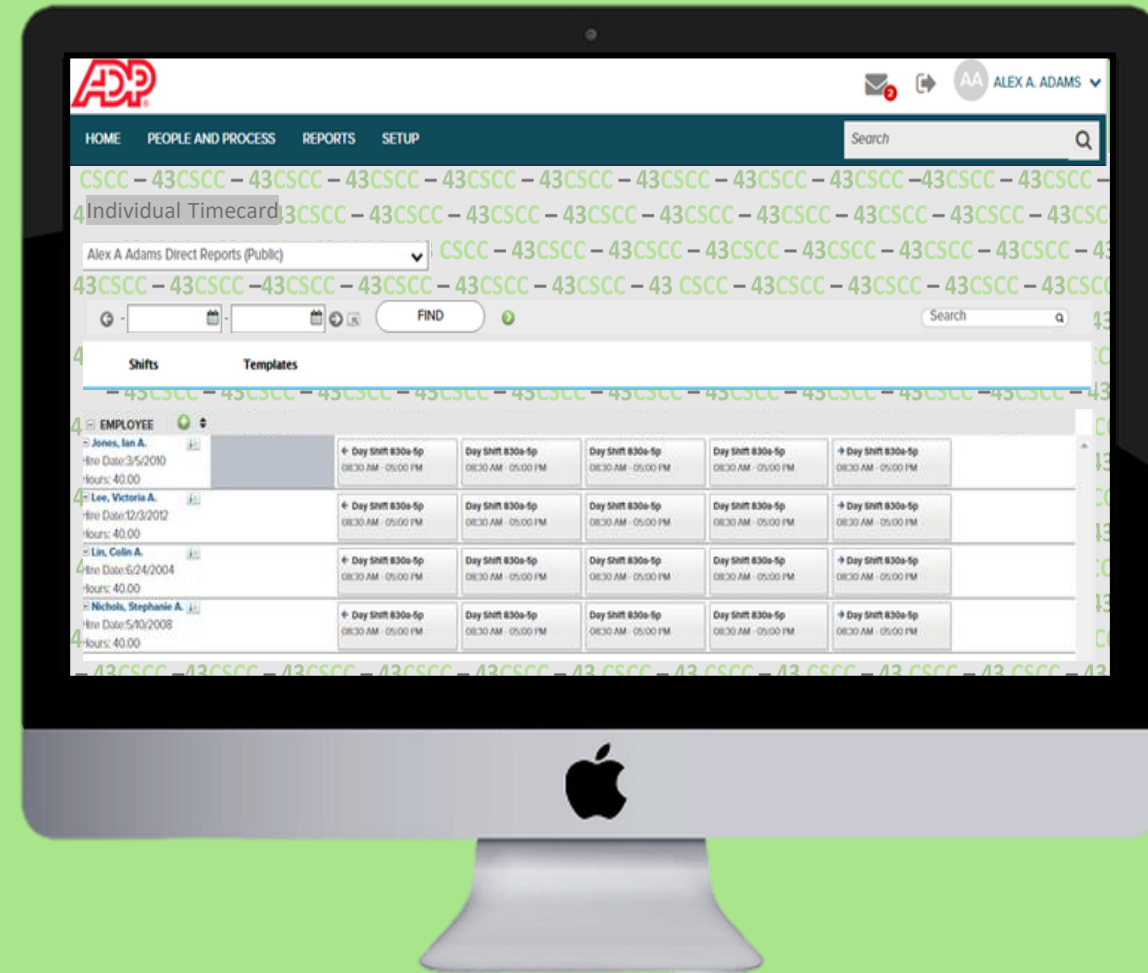


We will partner with ADP & tap into their vast client network of 15,000 businesses in the US to introduce the first ever sponsored time code & time sheet takeover.












On the first workday of December employees will be able to log their unused vacation days using our unique timecode which will turn each logged day into a \$25 donation for CureSearch.

Partnering with ADP allows us to capitalize on a behavior employees are already performing and activating in December not only ensures employees awareness of unused days, but aligns with the seasonal spirit of giving



Media Plan Roll Out: Code Activated



	TEASE THE CODE	CONVERT THE CODE	CARRY ON THE CODE
ROLE	Drive awareness for CureSearch & code day commitments	Remind & engage on code logging day through key commuter moments	Spark conversation & inspire commitment for the future
MEDIA	  The New York Times	  	   
KPI	Search Queries, Site Visits, Calendar acceptances	Codes logged, Social Sharing, Impressions	Social sharing, PR, Calendar acceptances, Impressions
DONATIONS EARNED		\$3,750,000	\$1,035,000

1.

Tease the Code



The New York Times

5 MM



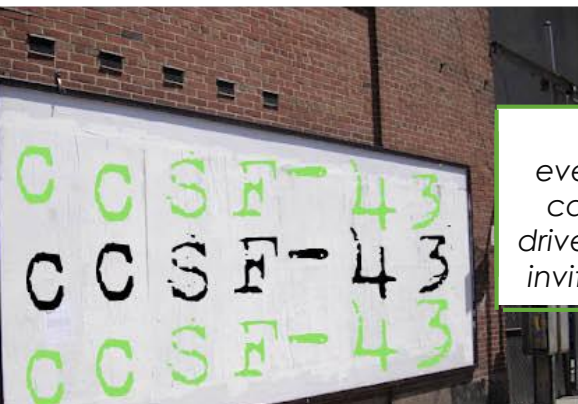
34 MM



28 MM

Impressions

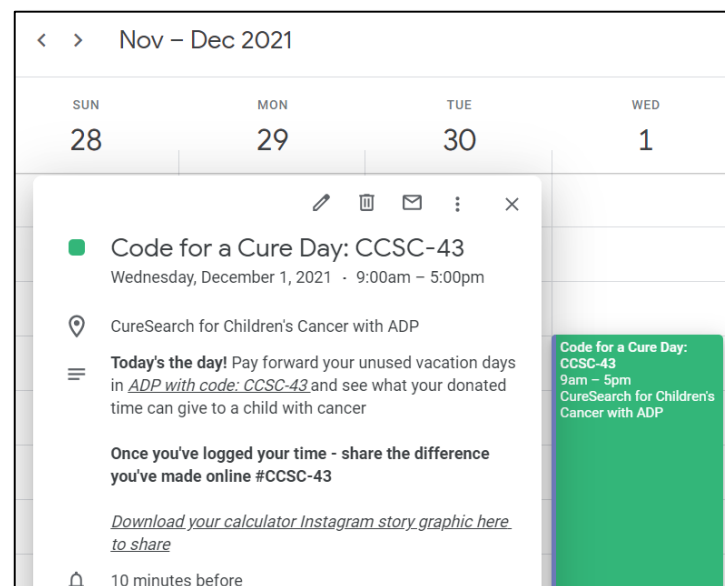
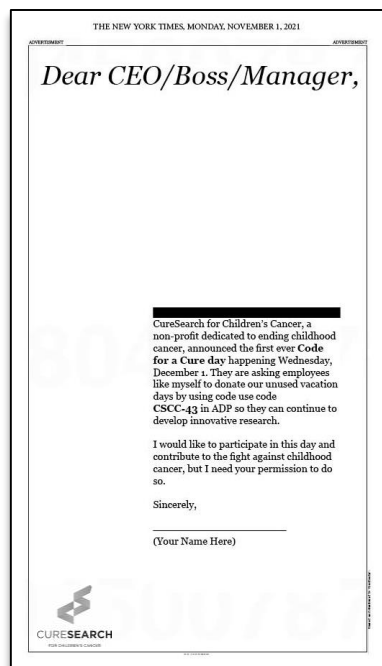
We will kickoff by making Code for a Cure unmissable, searchable and RSVP worthy



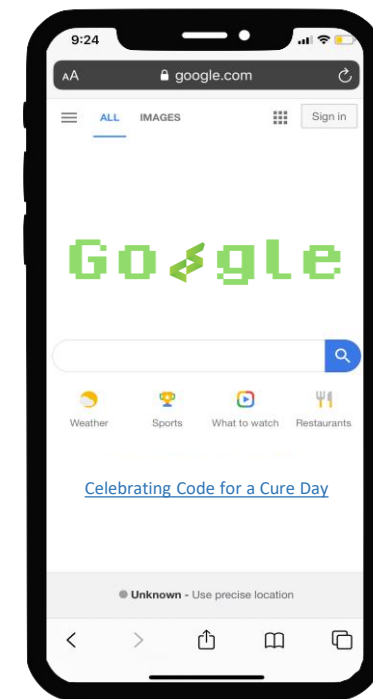
Plastering our unique code everywhere that corporate America can see it will spark search queries, drive them to site and offer a calendar invite so our day cannot be forgotten



A full-page NY Times placement will run leading up to Code for a Cure day – serving as a “permission slip” where our audience can ask their company to participate



Clicking on the Code for a Cure Google Doodle will drive users to site explaining the code, prompt them to add Code for a Cure day to their calendar, & share their RSVP with friends



2. Convert the Code

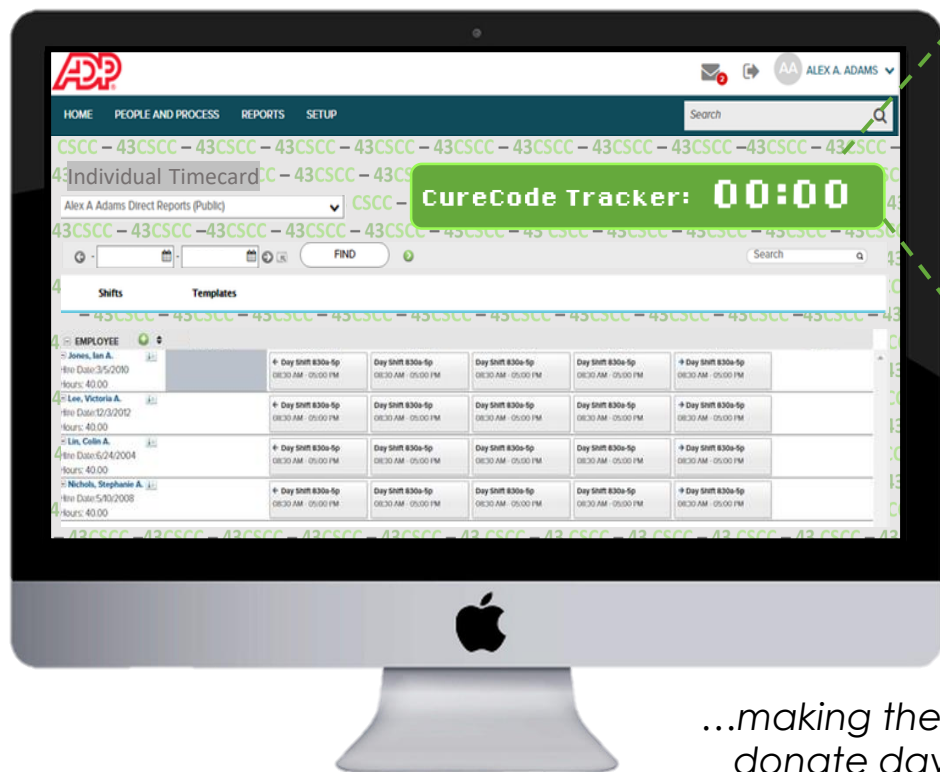


Impressions
5 MM
5.5 MM
10 MM

Code for a Cure Day will kick off on Dec 1, 2021 with targeted messaging and unique reminders throughout the day

We will execute the first ever timesheet takeover with custom elements...

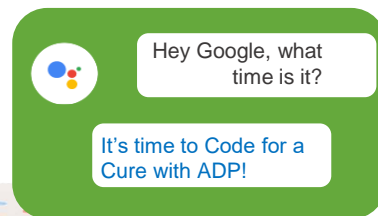
An updated timesheet interface with our code - everywhere



A real time tracker showing days donated

...making the opportunity to donate days unmissable

Align with high traffic Starbucks locations to design limited edition sleeves – targeting employees during their 'coffee time' will drive last minute awareness to Code for a Cure Day



Taking over the Google Home response to "what time is it" with our own custom message will inspire search queries and added RSVPs

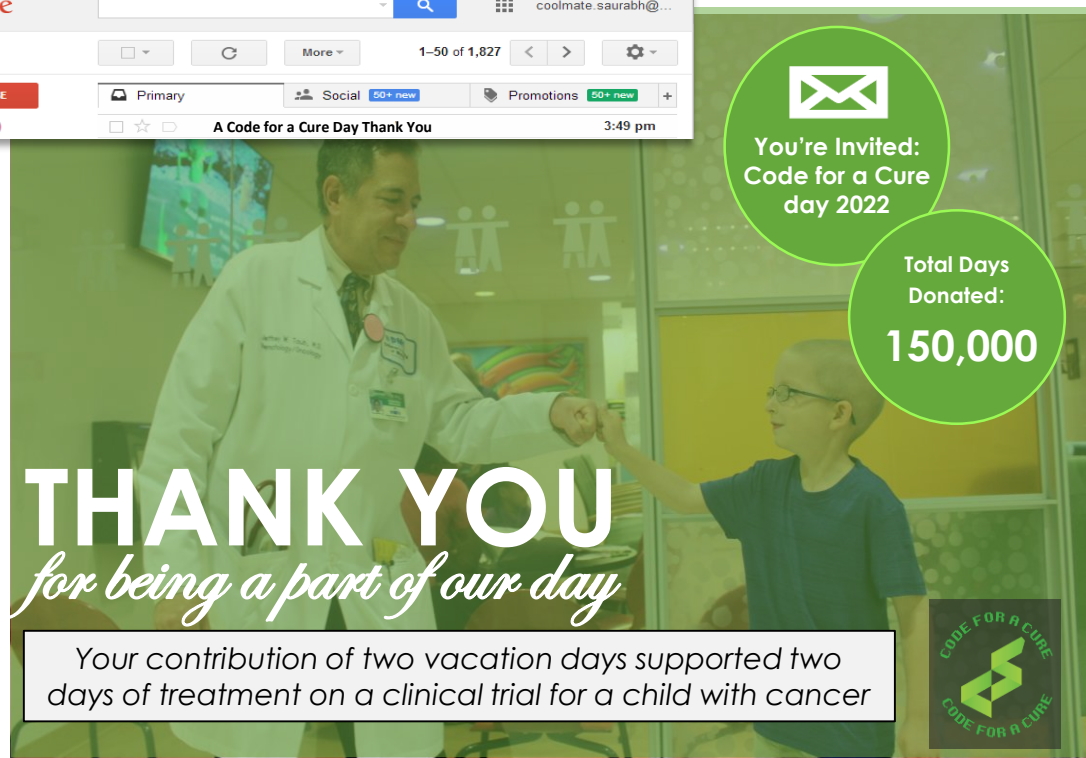
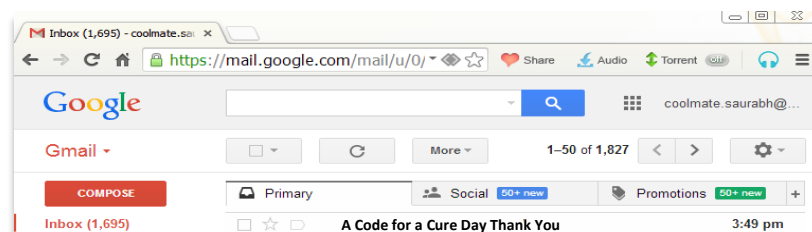
3. Carry on the Code



Impressions
3 MM
3 MM
10 MM

At the completion of Code for a Cure day – we will reach out to our attendees- through accepted Google invites to thank them for participating and share what their contribution earned for a child with cancer

Earned social sharing to encourage incremental donations & participation for 2022



Google Calendar








They will be prompted to add Code for a Cure day 2022 to their calendar – making this an opportunity for users to donate for years to come



Why it will work:

- ✓ A strategic target means our media will speak to a listening and engaged audience
- ✓ Corporations are eager to keep their employees happy and listen to their passions
- ✓ Personalized follow up and invitation for future years creates a connection for future donations

Through strategic partnerships and condensed flighting we estimate an overall savings of \$500K for research reinvestment

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
					\$1,000,000
					\$1,000,000
					Strategic Partnership
					\$250,000
					\$250,000
					Earned
					Earned

Total Media Spend: \$2,500,000
Total Impressions: 103,500,000

15,000 CORPORATIONS
AVG. 100 EMPLOYEES PER

EMPLOYEE OPPORTUNITY:
1,500,000

150,000* donors X min. 1 day (valued at \$25 donation per day) each = \$3,750,000
Incremental donations from working media and social sharing** = \$1,035,000

Total donations: \$4,785,000

*Conservatively assuming 10% of total target commit and donate at least a single day
** Conservatively assuming that 1% of impressions lead to incremental donations