



CURESEARCH
FOR CHILDREN'S CANCER

#ThePowerOfHalfAnHour

About every 30 minutes, a child in the US is diagnosed with cancer¹. We're turning this harrowing statistic on its head and reclaiming #ThePowerOfHalfAnHour with a campaign that encourages people to donate 30 minutes of their salary through a grassroots digital campaign on LinkedIn.

¹<https://curesearch.org/Childhood-Cancer-Statistics>

CREATIVE INSIGHT

LinkedIn is a place for connecting and sharing. Just like any social platform, it has influencers, content creators, and trends. Yet, as marketers, we've treated it as different than Instagram or Twitter, even as the workplace², and the platform designed to be its digital counterpart^{3,4}, have gotten increasingly more casual.

So, we're encouraging users to put a fun, new face on the platform (literally) that utilizes the shareability and viral trends we see on other platforms with a social "challenge" on LinkedIn.

SOLUTION

We're taking back #ThePowerOfHalfAnHour by challenging people to donate 30 minutes of their salary. Instead of a bleak reminder of each passing diagnosis, every 30 minutes given to CureSearch is a sign of hope that our children can grow up cancer-free; that they can grow up to be the next business leaders.

To signal that hope, and their donation, every participant will change their profile picture to their own baby photo, turning LinkedIn into a scrapbook of babies who grew up happy and healthy. And with their donations, every smiling baby pic becomes a promise that children today will grow up happy and healthy, too.



² <https://nypost.com/2019/11/07/offices-across-the-us-are-getting-more-casual-with-workplace-attire/>

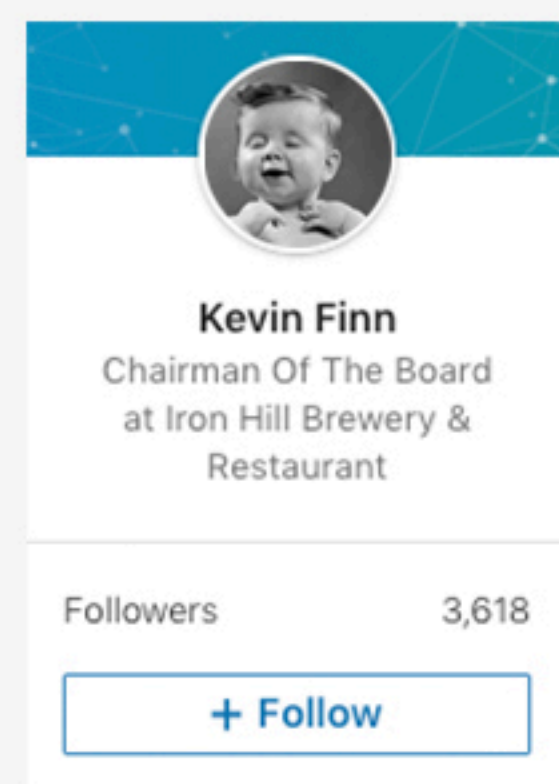
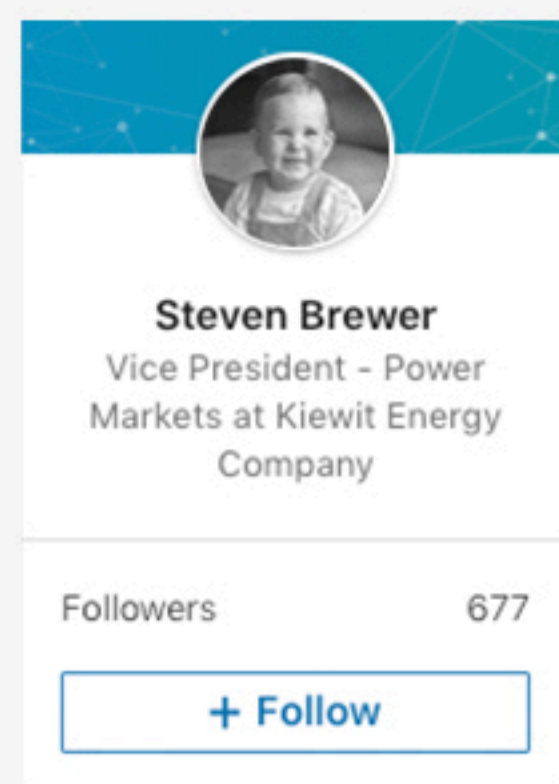
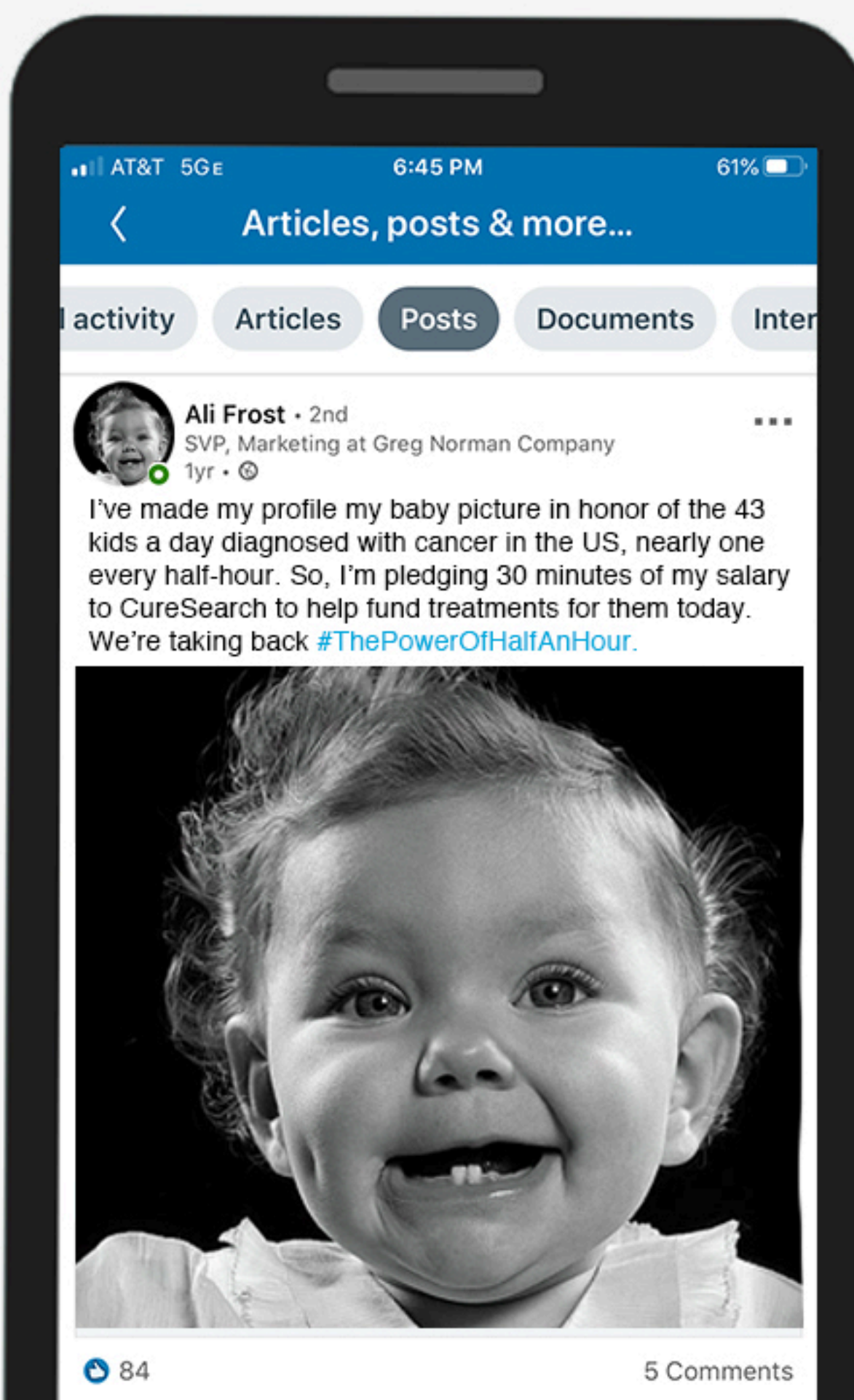
³ <https://marketingland.com/linkedin-messaging-gets-overhaul-for-a-more-casual-chat-experience-with-connections-141159>

⁴ <https://www.marketing-interactive.com/how-linkedin-stories-feature-can-help-b2b-brands-to-humanise>

HOW IT WORKS

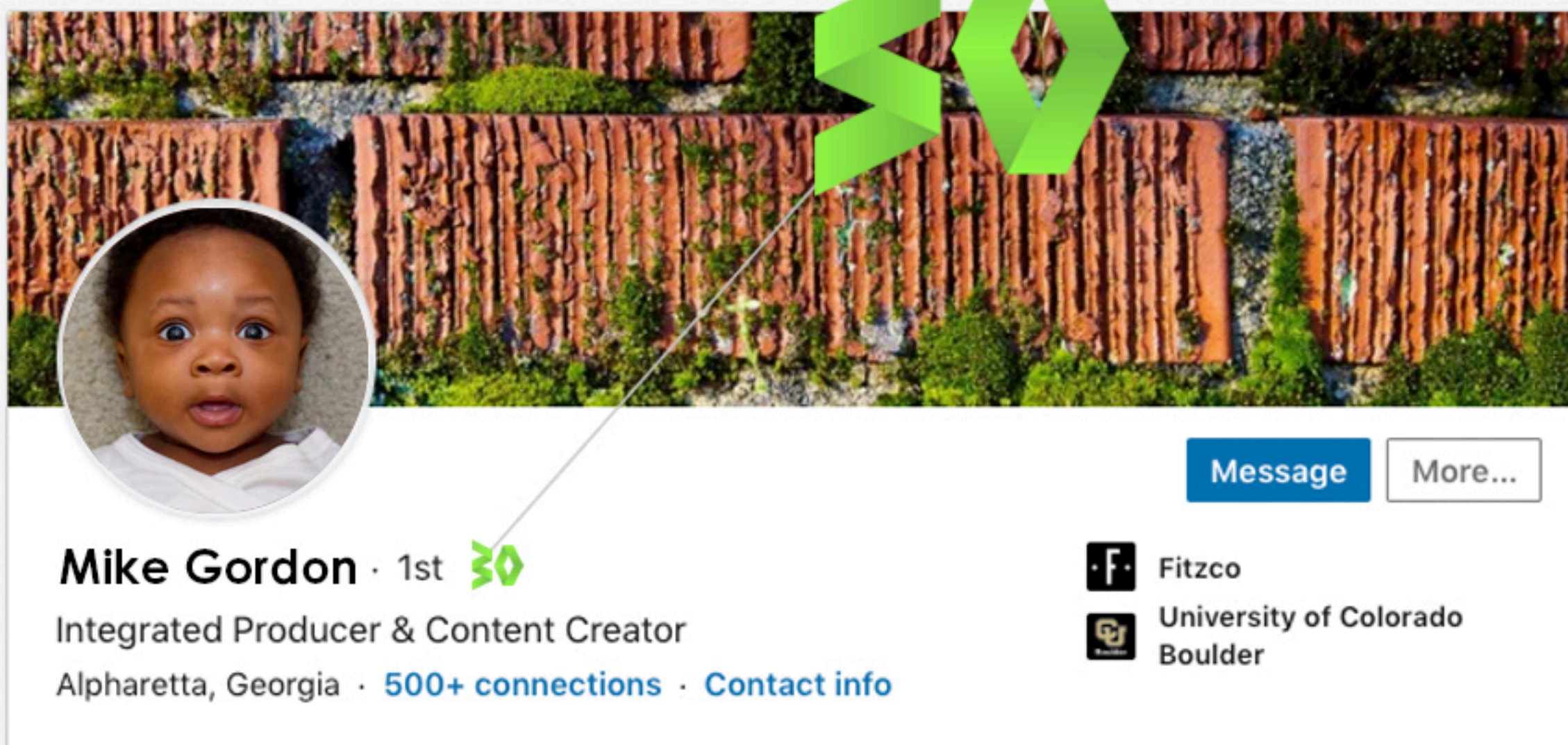
The leaders of our current corporate sponsors will make their donation and change their profile pictures, encouraging their coworkers and connections to do the same with posts on LinkedIn.

We'll build donation capabilities directly into the LinkedIn interface so that, as people scroll through their baby-filled feed, they can quickly and easily join in with their own donation and picture.



Start a post			
Join in on #ThePowerOfHalfAnHour			
enter annual salary	calculate 30 minutes	donate	change picture

Those that donate will get a special icon on their profiles.



Mark Crighton

UX Designer at
Big Productions

Sam Stones

CMO
glubois

Roger Hu

UI/UX
Red Giant

Karen Ostrander

Art Director/Designer
Realm of Possibility

Rachel Igor

Project Manager
Captured Tracks

Danil Cob

CEO
Gamestyles

HOW IT WORKS II

As the campaign spreads, we'll partner with business-focused publications to create editorial content about the trend, bringing it to other social media platforms.

Samantha Smith

Art Director
at Splunk!

Jim Islaw

CFO
Ubuntu INC.



Robert Jarre

Sales Associate
Blue Big World



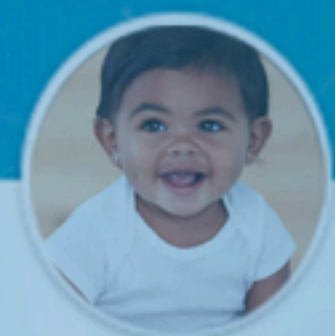
Rosie Law

CEO at
JLS Systems



Jordan Skinner

Product Designer
Toast Inc.



Sunny Roberts

Copywriter
Genie



HOW IT WORKS III

When companies join in to match their employees' donations, we'll thank them personally for their generosity.



Crunching the numbers

LinkedIn has over 167 million US users⁵, making an average of \$46,664 annually⁶, or \$11/half-hour. So, if just 10% of users donate, that's over \$183 million. And that's not even including donations from their companies.



CureSearch • 3rd+

4d ...

Thank you Coca-Cola, your employees, and all the amazing people who have donated. Your generosity will help us fund the most innovative research and bring treatments to market for children today.



⁵<https://news.linkedin.com/about-us#statistics>
⁶<https://www.omnicoreagency.com/linkedin-statistics/>

