

Fundraising for the Cure

THE APPROACH:

- Asked to develop a series of cause marketing materials Susan G. Komen could use to reach corporate decision makers regarding sponsorship options
- Developed brochure, PowerPoint template and several one-page inserts on Susan G. Komen programs to mirror the look and feel of Komen's new "Imagine" logo and advertising campaign
- Created pieces that conveyed a personal and emotional tone while focusing on the seriousness of the issue

RESULTS:

- Designed corporate sponsorship package that expressed the value proposition of cause marketing
- Helped Komen marketing team explain the ROI benefits of aligning with the organization
- Produced the organization's first-ever corporate outreach package for proactive fundraising