



**CANCER IS STRONG.**  
WITH YOUR SUPPORT,  
**WE CAN BE**  
**STRONGER.**

[StrongAgainstCancer.org](http://StrongAgainstCancer.org)



# BE SEPTEMBER STRONG

**Cancer is strong. But with your support, we can be stronger.** A new treatment for childhood cancers, now in clinical trials at Seattle Children's, is producing stunning results by harnessing the power of the body's own immune system to seek out and destroy cancer cells. Now we need your help to bring this lifesaving immunotherapy to more kids.

## Kids need you to be "September Strong."

September is Childhood Cancer Awareness Month. Throughout the month we want to unite the entire Puget Sound community around a shared goal:

**To develop a cure for childhood cancer.**

Join us in flexing our muscles and being **September Strong.**

Join us in making this September the beginning of the end of childhood cancer.



# IT FELT LIKE A MIRACLE.



Just a few years ago, Erin Cross would have been out of options. However, thanks to the generosity of people like you, Seattle Children's has had success with a new treatment called **immunotherapy.**

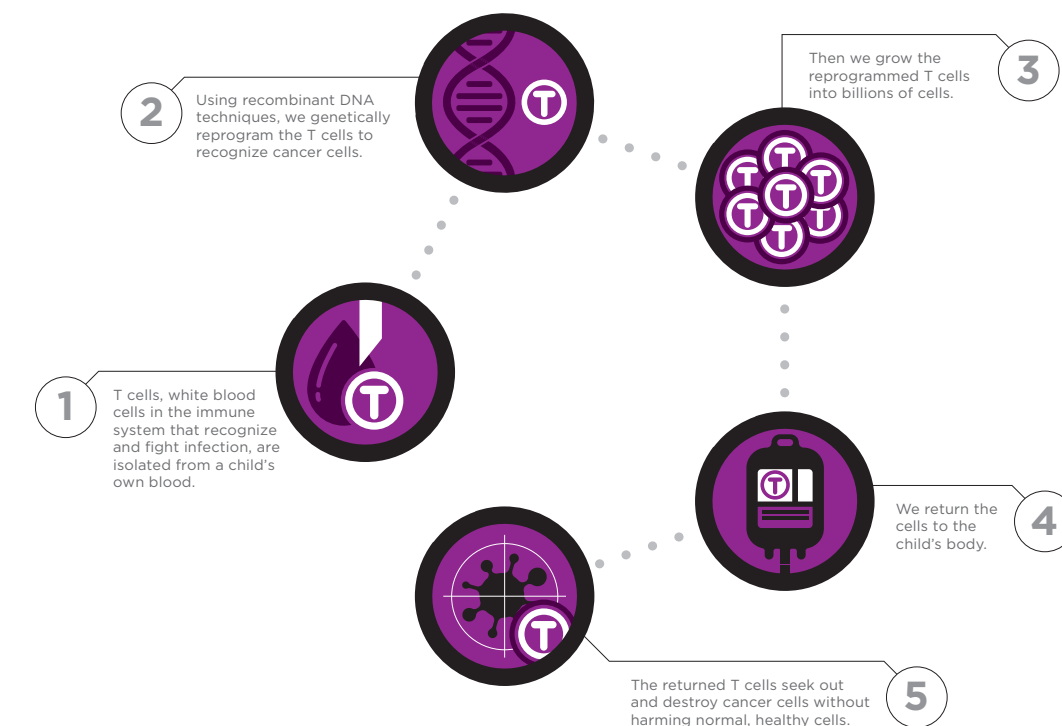
The Cross family traveled more than

4,000 miles from their home in England to Seattle Children's to participate in an immunotherapy trial. Doctors extracted some of Erin's T cells from her blood, reprogrammed them to seek out and destroy cancer cells, and then put them back in her with a simple infusion.

It was so amazing to hear the words "no signs of leukemia," said Erin's mom, Sarah. "We had never had a negative test before. **It felt like a miracle!**"

Your support of our research will make immunotherapy treatment the standard of care for childhood cancer and help cure cancer for children all over the world.

## HOW T-CELL IMMUNOTHERAPY WORKS



Cancer is the **#1** cause of death by disease in children

LESS THAN **3%** of the federal government's total funding for cancer research is dedicated to pediatric cancers



**3** EVERY MINUTES, somewhere in the world a family hears the devastating words that their child has been **diagnosed with cancer**

# RECOGNITION

# WHY CAUSE MARKETING?

## SEPTEMBER STRONG SUPPORTERS

- Recognition in **Seattle Times** full-page ad
- Logo displayed on **strongagainstcancer.org**
- Company listed on **September Strong** signage at **CELEBRATION** event
- Mentioned in **September Strong** social media posts



## ADDITIONAL BENEFITS

We will drive traffic to **strongagainstcancer.org** in many ways throughout September, where we will encourage visitors to shop and support our **September Strong** businesses. This includes:

- **Seattle Times** homepage ad
- **King Country Metro Transit** bus ads
- **Pandora** radio ads
- **Paid social media** ads
- **Safeco Field** home plate signage
- **KING** and **KOMO** online ads
- **Strong Against Cancer e-Newsletter**
- **And more!**

## MAJOR GIFT RECOGNITION

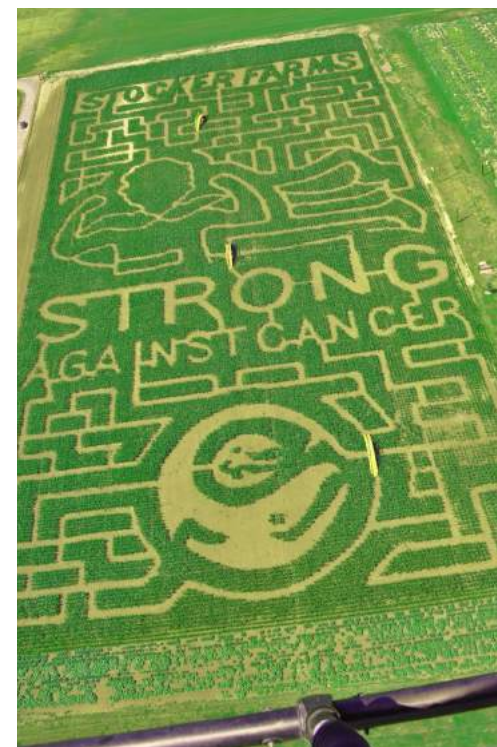
Please visit **strongagainstcancer.org** to learn more about the benefits available for companies that raise \$25,000 or more. This includes, but is not limited to, **donor wall listings** at Seattle Children's and the Ben Towne Center for Childhood Cancer Research, custom **social media strategies**, and **logo placement** on the Strong Against Cancer e-Newsletter.



- Given similar price and quality, 9 in 10 would switch brands to one associated with a good cause<sup>1</sup>
- 74% say their job is more fulfilling when they are provided opportunities to make a positive impact at work<sup>2</sup>
- Millennials are more likely to give online and at the register than other generations<sup>3</sup>
- 72% of consumers have donated to charity at the register<sup>4</sup>

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nationwide corporate supporters championed the effort



Featured in the following:



- Alaska Air Magazine
- Boston Globe
- Costco Connections
- NBC Sports
- Q13 Fox News
- Seattle Times
- Sports Illustrated
- The Puget Sound Business Journal
- 425 Magazine

<sup>1</sup>2015 Cone Communications/Ebiquity Global CSR Study

<sup>2</sup>2016 Cone Communications Employee Engagement Study

<sup>3</sup>2016 Catalist "The Millennial Donor" Study

<sup>4</sup>2016 Catalist's Revelations at the Register



## WAYS YOUR BUSINESS CAN BE SEPTEMBER STRONG:

- CUSTOMER ROUND-UP CAMPAIGN:**  
 Customers are given the opportunity to “round up” their change to an even dollar amount to support Strong Against Cancer.
- CUSTOMER DONATION CAMPAIGNS (ICONS):**  
 Customers donate \$1, \$3, or \$5 at the register and their name is displayed on a Strong Against Cancer icon in store.
- DAY/WEEK/MONTH OF GIVING:**  
 Select a day, week or the whole month of September to donate a fixed percentage of your proceeds to Strong Against Cancer.
- MENU ITEM CAMPAIGN:**  
 Proceeds from a specific menu item benefit Strong Against Cancer for the month. Is that item purple? Even better!
- “CHANGE A LIFE” CHANGE CAMPAIGN:**  
 Use counter canisters that can collect change for Strong Against Cancer.
- SERVICE CAMPAIGN:**  
 Proceeds from a specific service benefit Strong Against Cancer – like a salon service, a car service, etc.
- VENDOR CAMPAIGN:**  
 Proceeds from a specific vendor product benefit Strong Against Cancer.
- GRAND OPENING:**  
 Opening a new store or location in September? Donate the proceeds from Grand Opening day, week or weekend to Strong Against Cancer.
- GO CASUAL FOR KIDS:**  
 Hold a “jeans” day, week or month where employees make a donation to Strong Against Cancer in exchange for wearing jeans to work.
- SOCIAL MEDIA CAMPAIGN:**  
 Promote September Strong and engage customers in fundraising. Make a donation for every “like,” tweet or re-tweet.
- PROMOTE SEPTEMBER STRONG** on your organization’s website and social media sites with a link to our Strong Against Cancer donation page.
- CAMPAIGN MATCH:**  
 Designate a company donation as a campaign match. Offer to match all customer or workforce giving in a certain timeframe or up to a certain amount.



## FUN ITEMS ARE AVAILABLE TO HELP WITH YOUR FUNDRAISING PLANS:

- t-shirts
- magnets
- buttons
- stickers
- window clings
- checkstand signs
- capes
- icons
- create your own assets



There are many ways to **fundraise** and we encourage you to create your own fun and unique ways to get involved. With you on our team, **cancer doesn't stand a chance!**

# #StrongAgainstCancer



[www.facebook.com/strongagainstcancer](http://www.facebook.com/strongagainstcancer)



[@strongvscancer](https://twitter.com/strongvscancer)



[@strongagainstcancer](https://www.instagram.com/strongagainstcancer)

Questions? Call (206) 987-7700 or email [strongagainstcancer@seattlechildrens.org](mailto:strongagainstcancer@seattlechildrens.org).



Strong Against Cancer is an initiative inspired by discoveries at the Ben Towne Center for Childhood Cancer Research at Seattle Children's.



**Seattle Children's**  
HOSPITAL • RESEARCH • FOUNDATION