



## **The Cancer Research Alliance**

### **Making an Idea a Reality**

The Cancer Research Alliance (CRA) brought together eleven of the nation's National Cancer Institute-designated comprehensive cancer centers and some of the most recognizable brands in healthcare, to create national cause-related marketing alliances that fund cancer research at the participating organizations.

The CRA is made up entirely of the member organizations, with the Directors of the CRA all full-time employees at their respective institutions. Having a "day job" made it hard to devote the time necessary to create the CRA.

Caliber was engaged as the Cancer Research Alliances' team on the ground handling all necessary internal and external functions, including governance, oversight, strategic planning, communications, corporate outreach, campaign design, vendor management and stewardship.

To brand the new organization in the marketplace, Caliber conceived of and launched the "Infinite Power of One" campaign. Sponsored nationally by Celebrations.com and its parent company 1-800-FLOWERS, consumers were asked to exercise their "Infinite Power" by donating \$1 and logging into a campaign landing page to download his/her picture and create a message on the "Celebrate Healing Mosaic". The award-winning campaign attracted consumers from 44 states and more than 25 countries, garnering the CRA and its sponsors more than 40 million positive brand impressions through traditional and new media.