

COMPREHENSIVE MARKETING CAMPAIGN

presented by brittan trozzi

b★star creative consulting

Padres Pedal the Cause » 2018-2019

Padres Pedal the Cause is a nonprofit organization which raises money for discovery cancer research through an annual peer-to-peer fundraising cycling/spin/5K event at Petco Park.

'18 Campaign Goals » Results:

- Event Participation » 35% increase
- Funds Raised » 22% increase





CAMPAIGN SCOPE

As the only Marketing + Communications staff, I developed consistency and cohesiveness of all brand touches through integrated marketing campaigns, using multiple channels, including:



EMAIL



SOCIAL



DIGITAL



PRINT



**GRAPHIC
DESIGN**



**WEBSITE
MANAGEMENT**



**EVENT VISUALS
+ APPAREL**



MEDIA + PRESS



SAMPLES

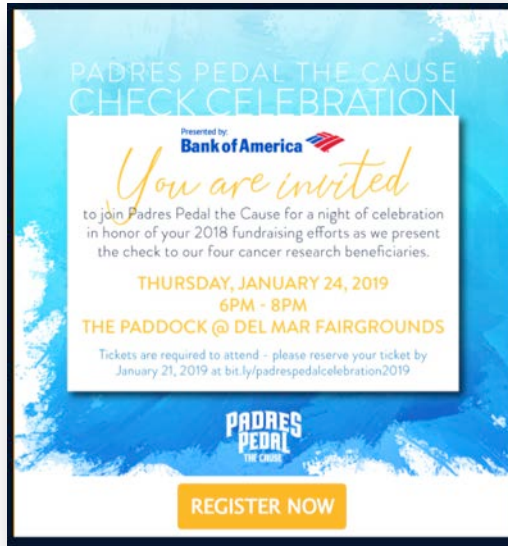




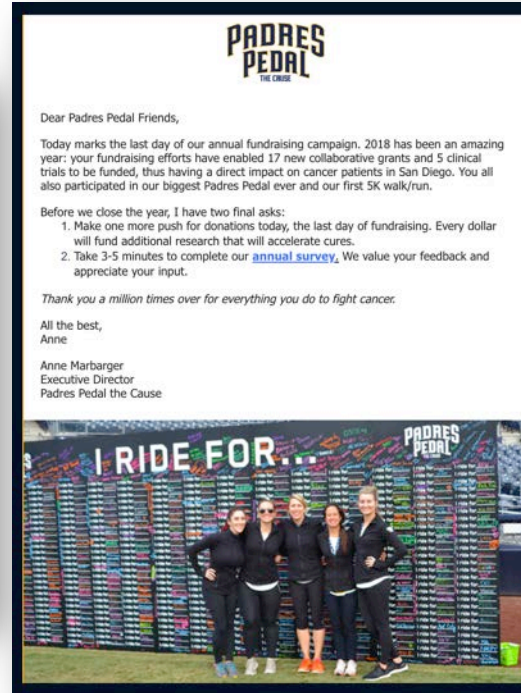
EMAIL MARKETING



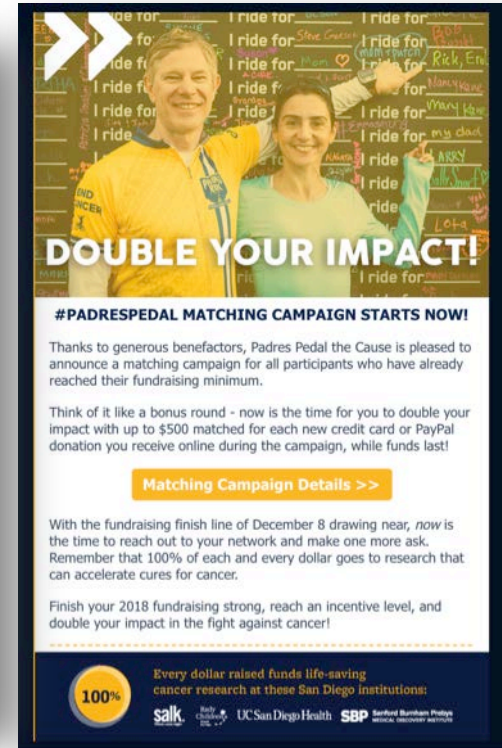
Design and write targeted emails to segmented audiences to promote campaign goals and spur consumer behavior.



Event invitation



Letter from leadership



E-blast for timed promotion



#ThisIsOurWhy campaign highlighting community members — cancer researchers, fighters, survivors, and champions — to inspire and influence donor and participation behaviors.

Padres Pedal the Cause
October 24, 2018 · 🌐

#ThisIsOurWhy: Dr. Dan Kaufman rides for research.

"Our **#research** is focused on developing new cell-based therapies against **#cancer**, targeting both blood cell cancers and solids tumors. We have new clinical trials starting later this year that we think will eventually lead to completely new and improved therapies against very challenging cancers."

#PadresPedal18 is Dr. Kaufman's third year participating to **#endcancer**. "I am again "paying back" funding by doing **#PadresPedaltheCause** for the third year in a row because I know the world-class research and treatment institutions supported by **#PadresPedal** work together with the aim to create a world without cancer." You can help fund this vision at gopedal.org.

#ride #run #walk #spin #raise #cure

DAN >> RESEARCHER

"I have been fortunate to receive research funding for my lab from Padres Pedal the Cause."

👍❤️ 12 1 Comment 3 Shares

Padres Pedal the Cause
October 22, 2018 · 🌐

#ThisIsOurWhy: Marisa rides for her sister.

"I am riding in memory of my sister who passed away four years ago from Hodgkins Lymphoma. During her 3 year battle, I watched her overcome challenges no one should ever have to face. Her enduring spirit is what inspires me to challenge myself physically and mentally, to accomplish goals I would have never imagined."

Marisa rides with Team @sanfordburnham, where she is working on her PhD, and where she can see the difference that **#PadresPedal** funding can make. "My thesis project involves finding new therapies for resistant types of **#cancer**, so believe me when I say every little **#donation** can make a huge difference!"

#MakeADifference: join or donate to **#PadresPedal18** at gopedal.org

#ride #run #walk #spin #raise #endcancer #cures

RIDE FOR MARISA >> SISTER

"She was only 19 years old, with her whole life ahead of her."

👍❤️ 20 2 Shares

Padres Pedal the Cause
September 10, 2018 · 🌐

#ThisIsOurWhy: John McGrath, is a 35-year **#cancersurvivor** of Burkitt's Lymphoma.

"I was diagnosed with cancer when I was 20 years old. My life might have ended soon thereafter if not for the incredible team of doctors who directed my treatment and saved my life. I am 56 now and have had the privilege of a healthy, full, wonderful life since then. Part of my purpose now is to give back... The **#cure** is possible and that compels us to support those who are doing the work. We all deserve the chance to fulfill our lives."

#PadresPedal is on a mission to **#acceleratecures** and **#endcancer**. Join fighters like John at gopedal.org.

#curecancer #padrespedal18 #padrespedalthecause #donate #ride #spin #walk #run #raise

JOHN >> SURVIVOR

👍❤️ 44 5 Comments 5 Shares



#SuperKidsSaturday campaign highlighting children currently in cancer treatment at Rady Children's Hospital who are paired with Padres Pedal teams that ride, fundraise, and celebrate in their honor.

Padres Pedal the Cause
November 10, 2018 · 🌐

The last #SuperKidsSaturday shoutout before #PadresPedal weekend on, last but not least, Hannah Higgins!

Hannah was diagnosed in February 2014 with bilateral metastasized Wilms tumor - late stage kidney cancer. Around 20 kids in North America are diagnosed each year with this type of cancer. She is very unique!

Hannah underwent six months of chemotherapy at Rady Children's Hospital and had a major surgery to remove her left kidney and part of her right kidney. At Moores... [See More](#)



42

3 Shares

Padres Pedal the Cause
October 20, 2018 · 🌐

Meet Ryker for #SuperKidsSaturday

Ryker was born on December 4, 2013 as a silly, active, and loving life-of-the-party kind of child. On August 9, 2017 he became just 1 out of approximately 250 children diagnosed per year with T-ALL (T-Cell Acute Lymphoblastic Leukemia) in the U.S.

Ryker has responded well to treatment and has recently entered into maintenance phase treatment after a stressful 10 months of intense chemo protocol. He loves sharks, whales, waterfalls and go... [See More](#)



Anne Marbarger and 41 others


4 Comments 5 Shares

Padres Pedal the Cause
September 22, 2018 · 🌐

#SuperKidsSaturday for a special girl named Soledad.

In the late fall of 2016, Soledad began having intense stomach pain. In December of that year, she was diagnosed with Wilm's tumor, a rare cancer of the kidneys that primarily affects children. That next January, the tumor was removed and Soledad started chemotherapy.

She is currently on her second half of treatment and responding well. She is a 13-year-old with a heart of gold who is caring and friendly, and whose str... [See More](#)



33

2 Shares



PAID DIGITAL

Produced or directed digital marketing agency in the creation of Google responsive display ads, paid search, YouTube pre-roll, and Facebook ads.



Example of your image ad at 300x250



Help Padres Pedal Create a World Without Cancer

Ad Padres Pedal The Cause

Learn More



Padres Pedal the Cause

Sponsored · 🌐



Are you ready to make a difference and #EndCancer? Donate today to Padres Pedal the Cause! ...See More



MYGOPEDAL.ORG

You Can Make A Difference

Your donations make cancer res...

DONATE NOW



Jonathan Schwartz and 89 others

9 Shares



Help Padres Pedal Erase Cancer

AD

Padres Pedal the Cause

489 views

Every mile, every step and dollar brings us closer to cures.

01:04



PRINT

Design and production of all print projects using Adobe Creative Suite, including customized team collateral, posters, paid advertising, and even an 80' banner on a building at UC San Diego.

A variety of hard-copy samples are also available.



5"x7" Postcard



10"x13.5" Print Ad

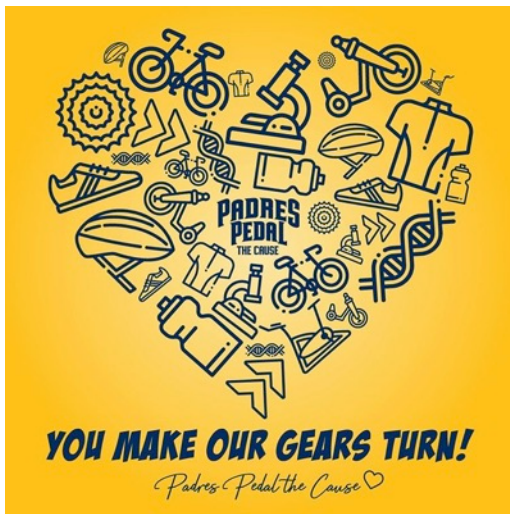


11"x17" Poster





GRAPHIC DESIGN

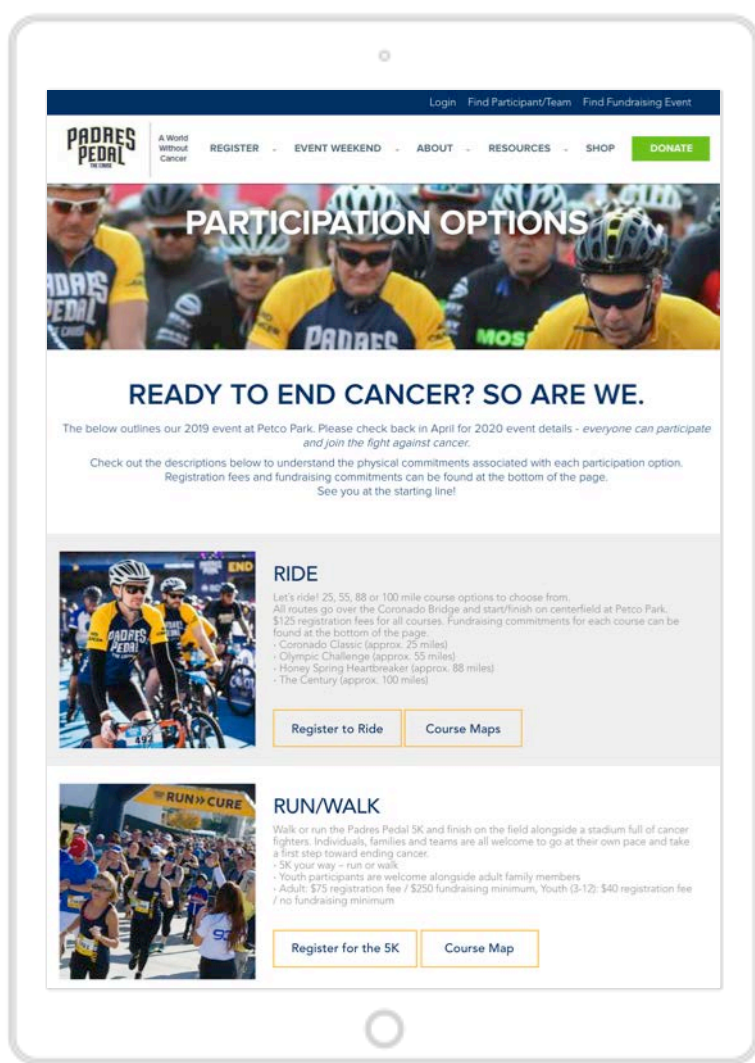




WEB CONTENT + MANAGEMENT



- Manage gopedal.org including graphics, copywriting, and content refreshes and prioritization.
- Direct WordPress developer in the creation of proprietary templates made with advanced custom fields.
- Code pages and embed video using HTML and CSS.
- Partner with digital agency to manage SEO metadata and keyword inclusion, inline with brand identity and voice.
- Manage ecommerce microsite using Shopify.





EVENT VISUALS + APPAREL



Design of all on-event collateral — including sponsorship activations, participant swag, course maps, LED boards, directional and motivational signage — for a seamless experience and cohesive brand engagement.



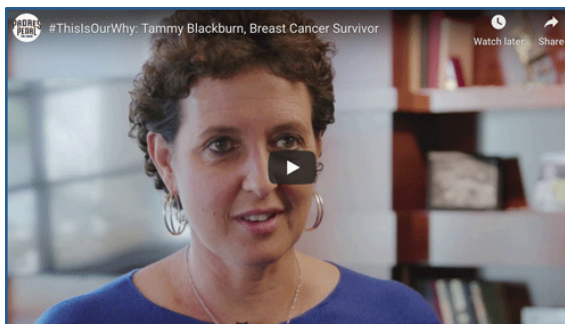


MEDIA + PRESS

Media relations, on-air talent selection and preparation, script writing, creative direction of video shoots, writing and dissemination of press releases and blogs.

From L to R, top to bottom
(click on image to view media):

- Cancer survivor and oncologist Dr. Chris Kane - Fox Sports
- Survivor Matt Fontanesi with wife Dani – KUSI
- Cancer fighter Tammy Blackburn - #ThisIsOurWhy promo video
- Survivor Duncan Thomas - #ThisIsOurWhy promo video
- 2018 Raise Reveal press release
- 2019 Season Opener press release



Padres Pedal the Cause Reaches \$10 Million Raised for Local Cancer Research

2019-Jan-24 14:44:09

Padres Pedal the Cause

\$2.9 million raised in 2018 brings grand total to more than \$10 million since 2013 On Thursday, January 24 2019, Padres Pedal the Cause was thrilled to be able to present a check for a record-breaking total of \$2,940,837 to its four beneficiaries: Moores Cancer Center at UC San Diego Health, Rady Children's Hospital, the [...]

[Read More](#)



Padres Pedal the Cause Launches Seventh Season for a World Without Cancer

2019-Apr-15 11:17:53

Padres Pedal the Cause

Premier fundraising organization aims to raise \$3.3 million for local cancer research Following a record-breaking year of fundraising, Padres Pedal the Cause announced today that registration is open for its seventh annual event, taking place on November 16, 2019 at Petco Park. The one-day charitable event benefits exploratory cancer research taking place at San Diego's [...]

[Read More](#)



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Thank you!