



The Tutu Project needed to create a unique, fun, and powerful Breast Cancer Awareness **campaign** that differentiated them from the pack - **in less than 30 days.**

## The Tutu Project

*Member since September 2015*

**Location:** Brooklyn, NY

**Type:** Breast Cancer Foundation

**Services:**

- Campaign Strategy
- Social Media + PR Tactics
- Digital + Print Design



## Every October, America goes PINK.

From pink ribbons, to pink football cleats, to thousands marching, walking, and running in pink outfits, Americans are incredibly aware of Breast Cancer. For a smaller charity like The Tutu Project, the sheer volume of awareness and commercialization is a critical problem.

*They hired CauseEngine to break through the noise*



“The possibilities (of the DARE2TUTU campaign) make my head spin, but in the best kind of way.

Linda Lancaster-Carey  
Co-Creator  
The Tutu Project



CauseEngine explored ways for The Tutu Project to activate their brand and turn **followers into activists**. Through an iterative planning process, we designed a social media driven fundraising strategy that was fun, inspirational, and effective.

The **concept** was simple: invite people to wear a tutu and raise money for The Tutu Project during Breast Cancer Awareness Month. The **goal**: capitalize on the existing social media following with a fun and approachable challenge for their legions of fans and supporters.

#### THE IMPACT

Ideas to Execution

**<30 days**

Money Raised

**\$44,730**

By crafting a tangible and time constrained campaign, #DARE2TUTU became an enduring fundraising opportunity.

CauseEngine provided strategic and tactical consulting connecting The Tutu Project to vetted, creative freelance professionals to get the job done at cost. This end-to-end solution set a standard for future campaigns.

*How can CauseEngine power your nonprofit? Say hi to our team.*