



+



Zach's Movement

ZACH'S MOVEMENT

In October 2020, “Clouds” an original movie based on the inspiring life of Zach Sobiech was released for streaming on Disney+. We maximized the release of the movie to raise national awareness about Zach’s Fund, the need for osteosarcoma research and the impact that people of all ages and backgrounds can have in finding a cure if we work together.

“Zach’s Movement” was created as a call to action for supporters.

The multifaceted campaign strategy included:

- Marketing + PR
- Corporate + brand partnerships ← 
- Creative engagement + awareness building opportunities ← 

Partnership

CLOUDS NECKLACE

In partnership with Kendra Scott, we named the 'Clouds Necklace.'

20% of proceeds in-store and online nationwide from October 16, 2020 - December 31, 2020 were donated back to Zach's Movement at Children's Cancer Research Fund.

Campaign included:

- Web, social + email
- PR
- Influencer partnerships



SHOP TO SUPPORT

Zach's Movement at
Children's Cancer Research Fund

20% of proceeds from our Clouds Necklace will benefit Zach's Movement at Children's Cancer Research Fund, in honor of Disney+'s new original movie "Clouds" based on the inspiring life of Zach Sobiech.



Clouds Necklace
in Ivory Pearl

Before passing away from osteosarcoma, Zach showed the world that you "don't have to find out you're dying to start living." Through his #1 song "Clouds," he inspired millions.

Help us finish what Zach started by fundraising for better, safer treatments and cures for osteosarcoma.

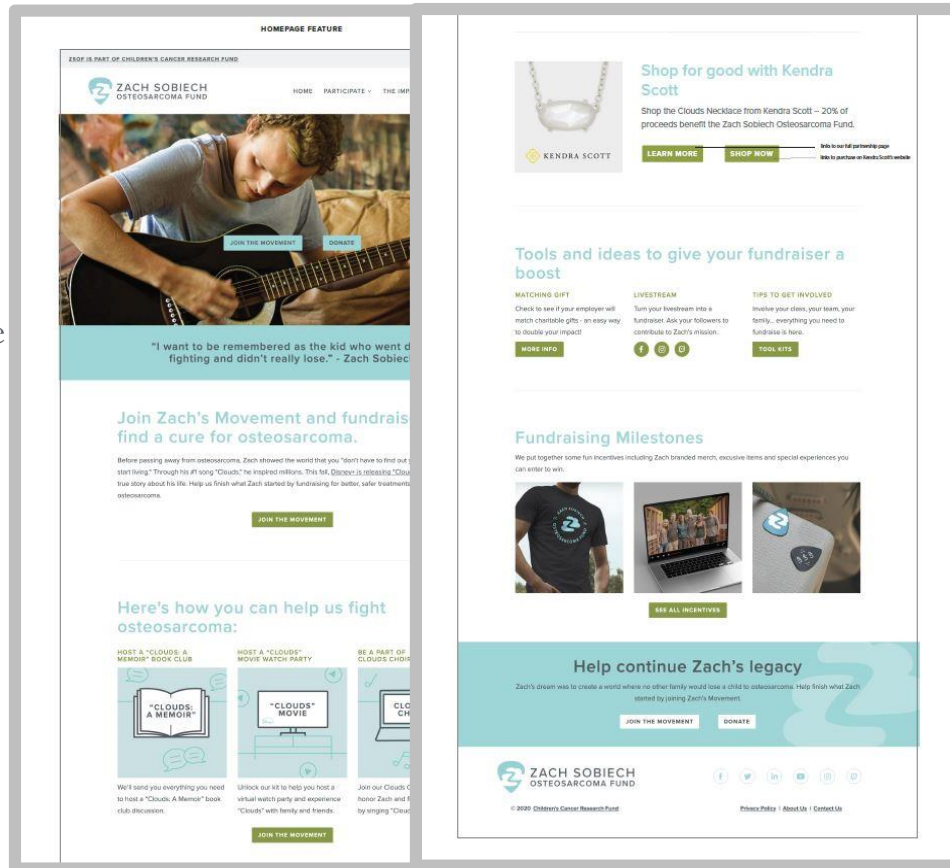


*'Zach Magic' moment: Zach's personal Fender guitar was designed with **Mother of Pearl** inlay fret dots, which was **unknown** by the Kendra Scott team when the Clouds necklace in Ivory Mother of Pearl was selected for the partnership!*

WEB

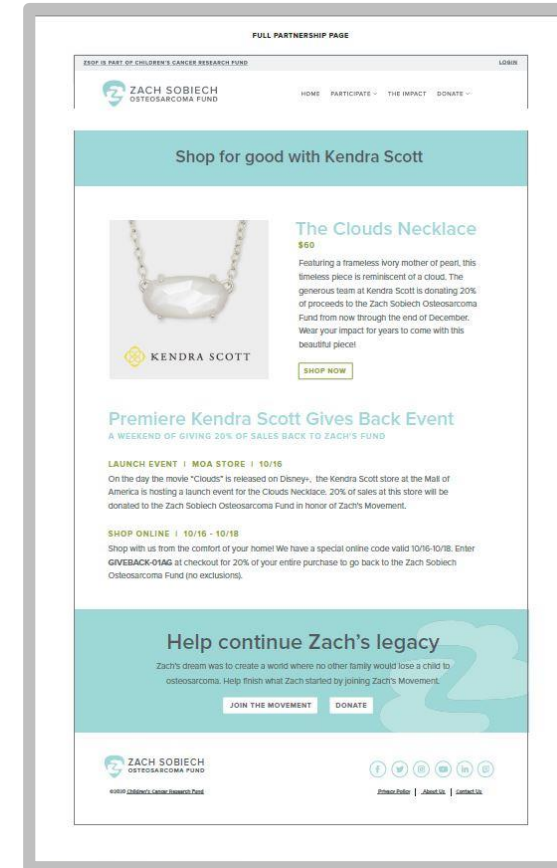
inclusion on Zach's
Movement Homepage

55K
page views



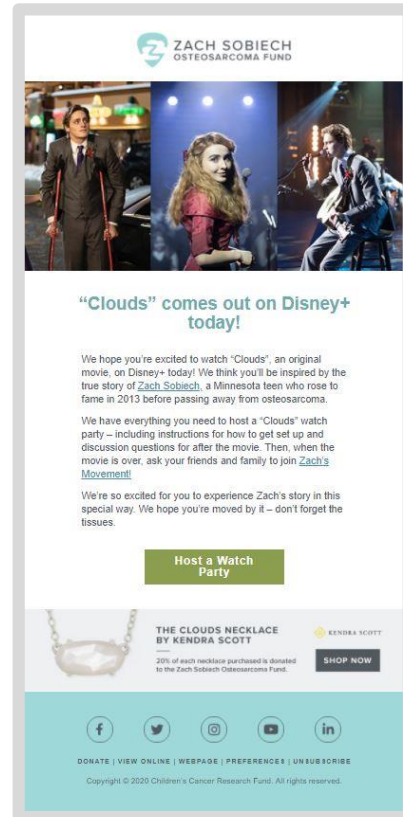
Kendra Scott
partnership landing page

765
page views



EMAIL | SOCIAL

included in (4) Zach's Movement emails, each sent to **75K** supporters



- (8) total social posts across (3) channels: Instagram, Facebook + LinkedIn
- Combined audience reach of **115K**

MSP Mag - Holiday Gift Guide
Secured by Kendra Scott team

ADVERTISING SECTION

HOLIDAY

GIFT GUIDE

THE CLOUDS NECKLACE ➤

Honoring the life of Zach Sobiech, this frameless, ivory mother-of-pearl necklace is reminiscent of a cloud. Kendra Scott is donating 20% of proceeds to the Zach Sobiech Osteosarcoma Fund through the end of December. childrenscancer.org/zach/

EXCELSIOR CANDLE CO

Go ahead and make a Pour Decision. This classic cocktail brought to life as a candle. Dark notes of angostura bitters and zesty citrus peel combine against an opulent backdrop of smoky bourbon, topped with just a hint of maraschino cherry. \$32. 1500 Jackson St, Studio 206, Minneapolis. 763-283-8510; excelsiorcandleco.com

ADVANCED SKIN THERAPEUTICS

Potent formulations provide maximum, noticeable results for healthy, radiant skin! Neostatra Skin Active Repair Kit \$247. 6625 Barrie Road, Edina. 952-915-6000 opt. 5. skintherapy.com

PAISLEY PARK

Give the Gift of Paisley! Share the wonder of Paisley Park, where music, fashion, and culture are inspired by the creative spirit of Prince. Apply to events, tours, and merchandise. 952-495-6750. PaisleyPark.com/Gift-Cards

EBLAST | SOCIAL



**SHOP TO SUPPORT
Zach's Movement at Children's
Cancer Research Fund**

20% of proceeds from our Clouds Necklace will benefit Zach's Movement at Children's Cancer Research Fund, in honor of Disney+'s new original movie "Clouds" based on the inspiring life of Zach Sobiech.

[SHOP FOR GOOD](#)

Shop Safely with Us this Holiday

- 
buy online, pick up curbside or in-store
- 
limited capacity walk-in shopping
- 
virtual personal shopping sessions



kendrascott 21m

**SHOP TO SUPPORT
Zach's Movement
at Children's Cancer
Research Fund**

20% of proceeds from our Clouds Necklace will benefit Zach's Movement at Children's Cancer Research Fund, in honor of Disney+'s new original movie "Clouds" based on the inspiring life of Zach Sobiech.

[@CHILDRENCANCER](#)
[#CLOUDSMOVIE](#)

[SWIPE UP TO SHOP FOR GOOD](#)

See More

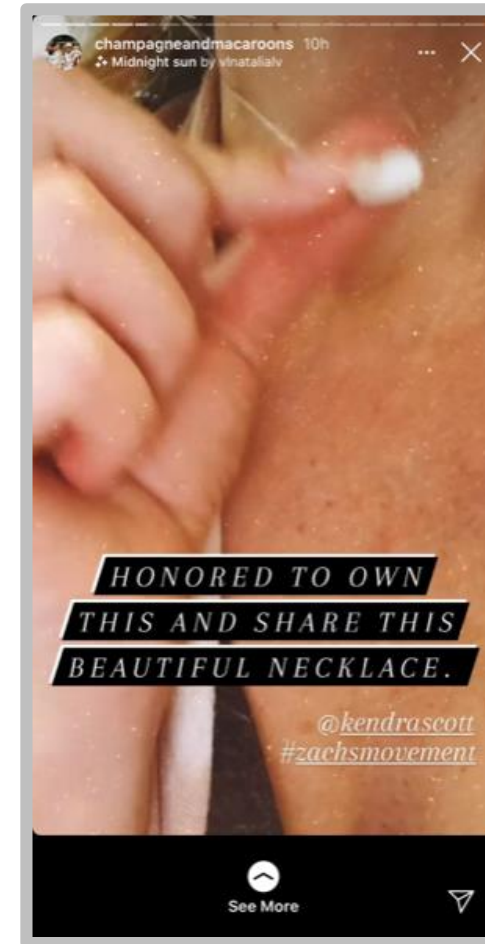
INFLUENCERS - MADISON ISEMAN

@madisoniseman | followers: 752K | casted as Amy Adamle in 'Clouds'



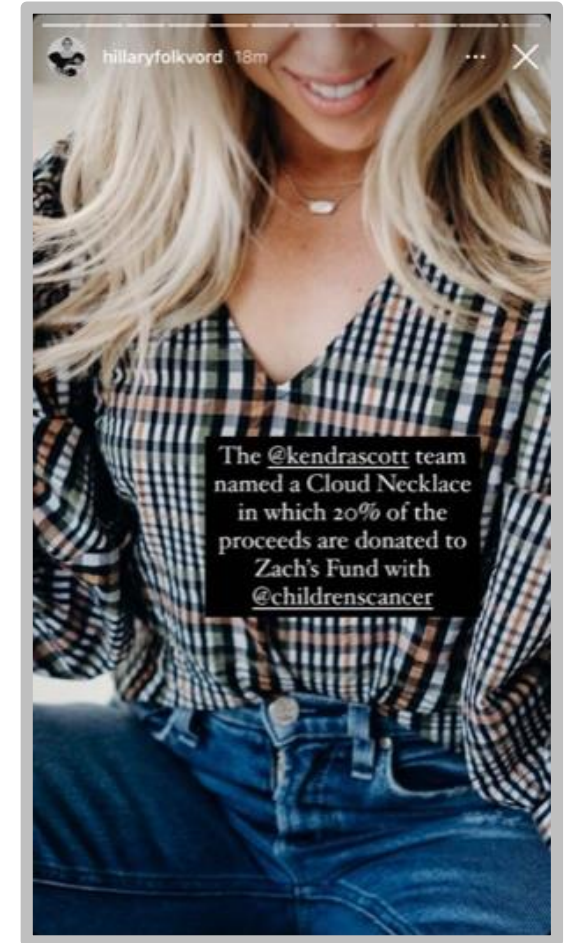
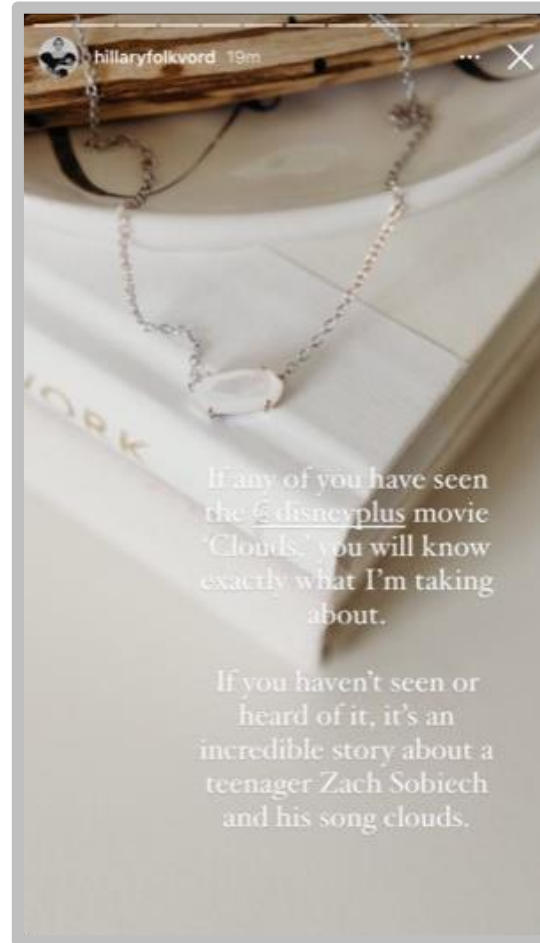
INFLUENCERS - TAMARA WATERSTON

@champagneandmacaroons | followers: 99.2K | vertical: motherhood, fashion, design, lifestyle



INFLUENCERS - HILLARY FOLKVORD

@hillaryfolkvord | followers: 8.5K | vertical: entrepreneurship, motherhood, style, family, health





Clouds Week

Campaign goal:

Using the momentum from the release of “Clouds” on Disney+, create and run a social campaign using ambassadors and influencers to continue to share Zach’s story and our mission to end osteosarcoma.

The goal was to raise \$25,000 for Zach’s Fund, and continue to promote purchases (and thus donations to Zach’s Fund) of the **Kendra Scott Clouds necklace.**

Campaign components:

We engaged pediatric cancer family ambassadors and social influencers to help us promote and reach our goal. Ambassadors and influencers were armed with content and assets to share with their audiences to effectively communicate the mission, and reach our goal.

CLOUDS WEEK - CAMPAIGN ASSETS

HOW YOU CAN HELP

Clouds Takeover Week

DECEMBER 7-11

Since "Clouds" was released on Disney+, we've seen a surge of people interested in Zach's story, and many of those people want to know what they can do to help. So we've dubbed Dec. 7-11 "Clouds Takeover Week" in an effort to flood social media with information about Zach, his inspiring story and his dream to make the fight against osteosarcoma easier for the kids who come after him.

We hope you've had a chance to see the film. If the story resonates with you, we would love to have you join us in spreading the word to end osteosarcoma.

ULTIMATELY, OUR GOAL IS TO RAISE \$25,000 FOR THE ZACH SOBIECH OSTEOSARCOMA FUND

We know this is an ambitious goal, but we don't think that should stop us. With your help, we know we can reach this goal. Every penny of what you help us raise will go directly to osteosarcoma research through the Zach Sobiech Osteosarcoma Fund.

Our ask - help us spread the word

POST ON SOCIAL MEDIA THROUGHOUT THE WEEK

We're asking for a total of two social media posts during Clouds Week: one at the beginning of the week and one final push near the end of the week. These can be in your feed or in your stories. Posts could encourage followers to donate directly to Zach's Fund or to your fundraiser, start a fundraiser of their own or make a purchase that benefits Zach's Fund.

+ Don't forget to tag us @ChildrensCancer and use the "Zach Sobiech" stickers on Instagram stories.

+ If you have the swipe up link in Instagram, encourage your followers to swipe up to donate at ZachsMovement.org and to [buy the Clouds Necklace](#) from Kendra Scott.

Phrases to jumpstart your content

TO ENCOURAGE DONATIONS & FUNDRAISERS

- + Donate to the Zach Sobiech Osteosarcoma Fund to help researchers find better treatments and cures for kids fighting osteosarcoma.
- + I joined Zach's Movement to support researchers who are working on treatments and cures that could beat osteosarcoma for good. Join me by donating to my fundraiser.
- + If you loved the movie "Clouds" did you know you can donate to the Zach Sobiech Osteosarcoma Fund?
- + Today's treatments for osteosarcoma aren't enough – but it doesn't have to be this way. I'm supporting Zach's Movement to finish what Zach started – fund better treatments and cures for osteosarcoma. Join me by donating.
- + Zach was just 18 when he started the Zach Sobiech Osteosarcoma Fund, to fund research to cure the disease that took him too soon.
- + Wrap up the week by encouraging your supporters to watch Clouds Choir on our social channels on 12/11 at 6pm CST and give via texting - just text CLOUDS to 76278.

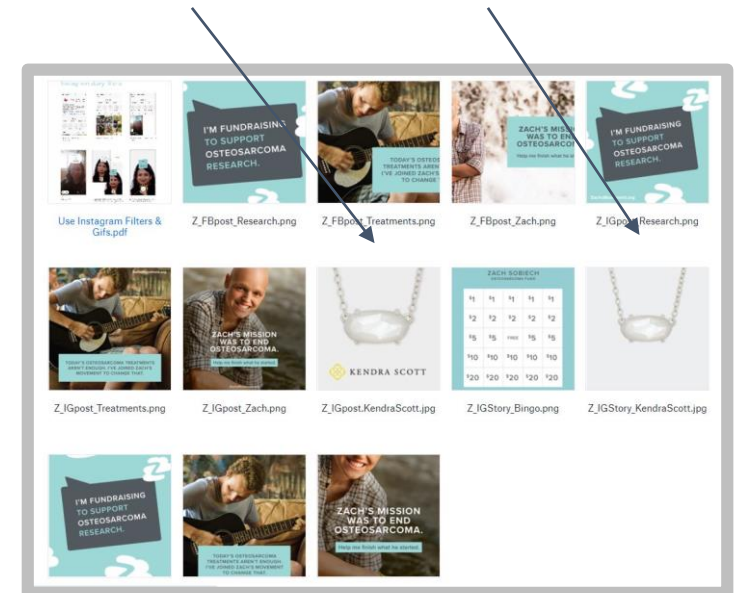
TO PROMOTE THE CLOUDS NECKLACE

- + Shop the Clouds Necklace from Kendra Scott: 20% of proceeds benefit the Zach Sobiech Osteosarcoma Fund.

We've also made graphics for your social media posts and stories.

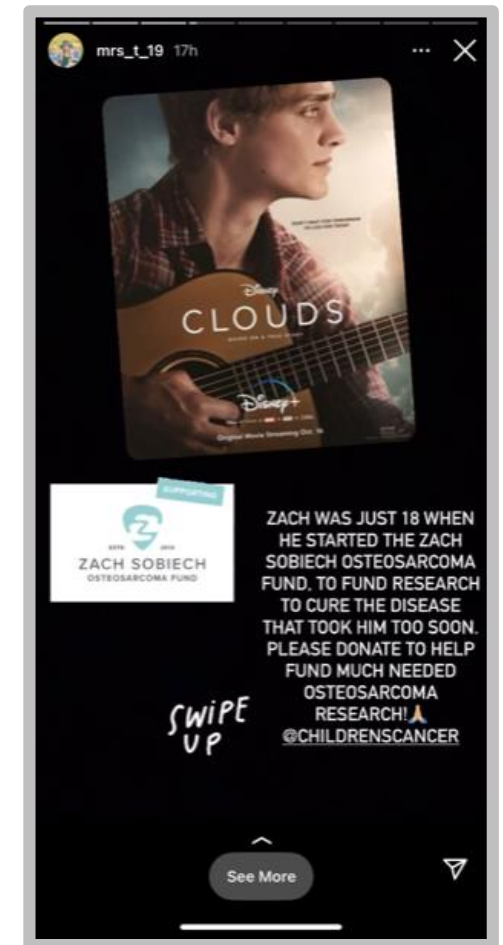
You can use them to show the impact people can have by supporting Zach's Movement if you'd like. We encourage you to create your own images and videos to share as well but wanted to share some pre made options too.

[CLICK HERE TO DOWNLOAD](#)



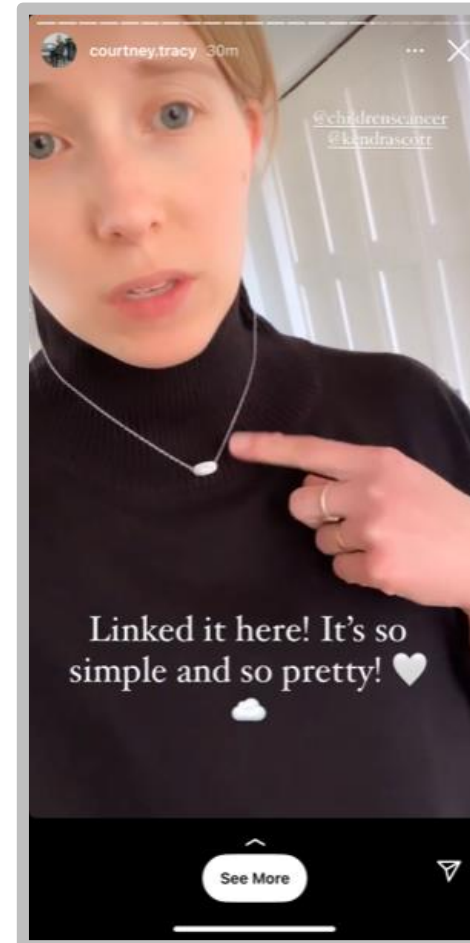
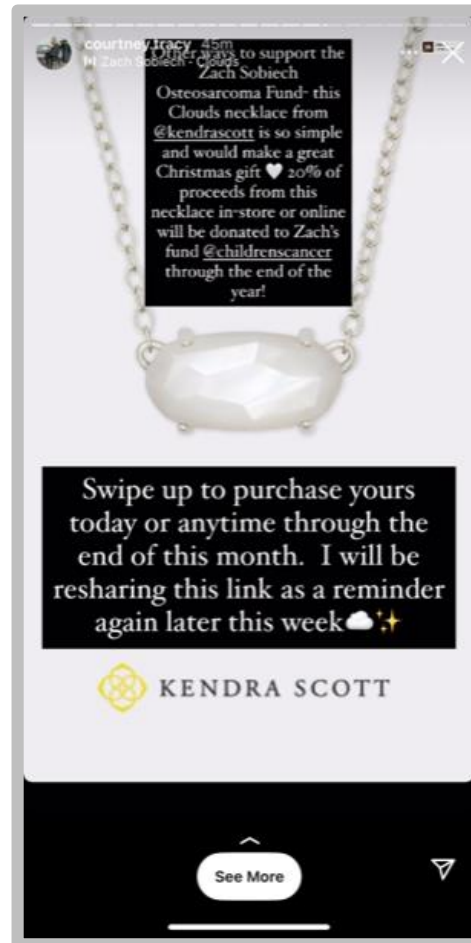
CLOUDS WEEK - INFLUENCERS - CAITLIN THIELEN

@mrs_t_19 | followers: 87K | vertical: motherhood, faith, family, health, style

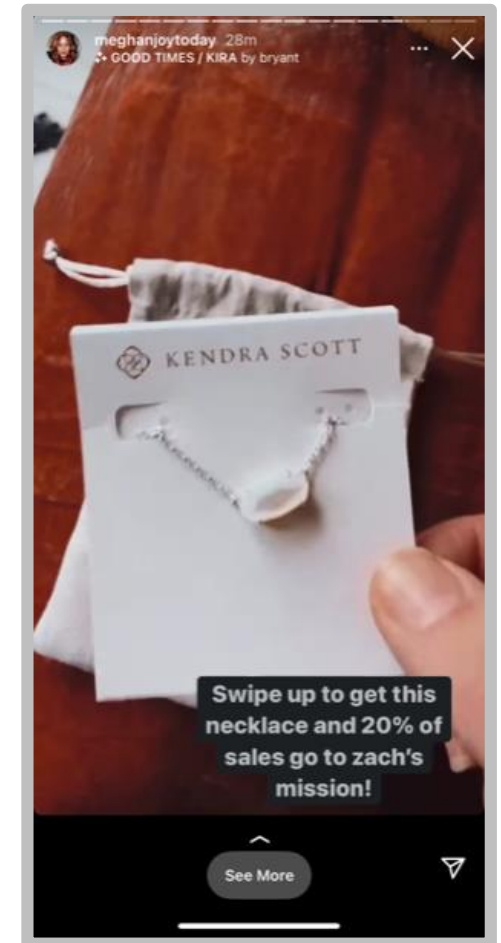
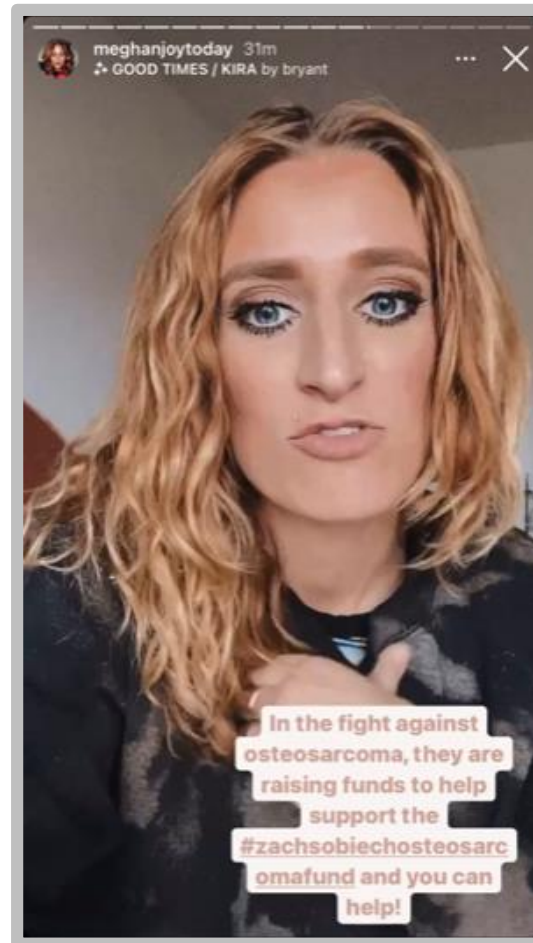


CLOUDS WEEK - INFLUENCERS - COURTNEY TRACY

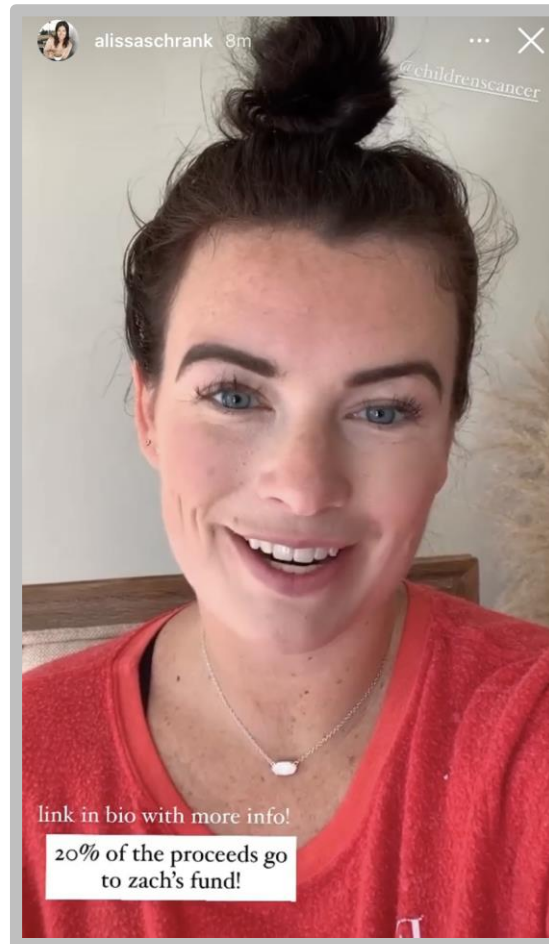
@courtney.tracy | followers: 68.3K | vertical: motherhood, faith, family, lifestyle



@meghanjoytoday | followers: 141K | vertical: motherhood, faith, family

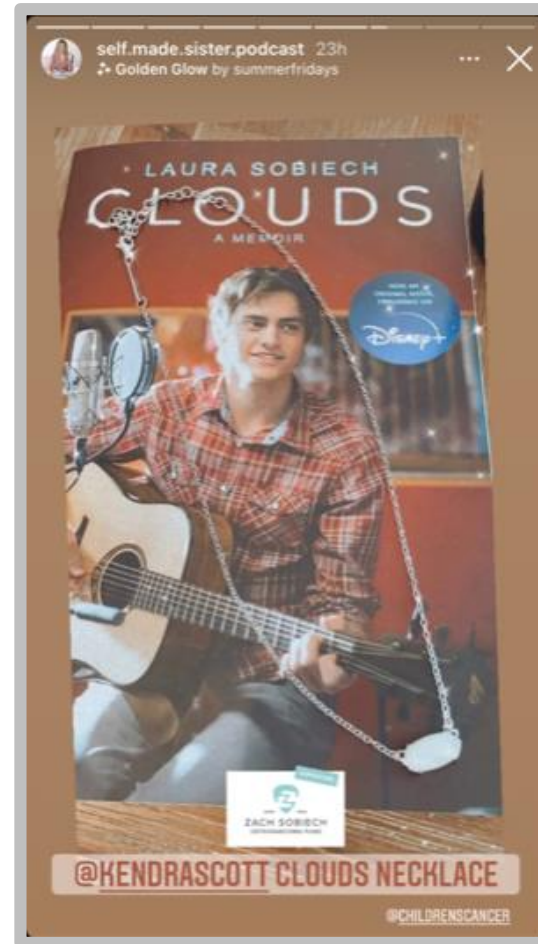
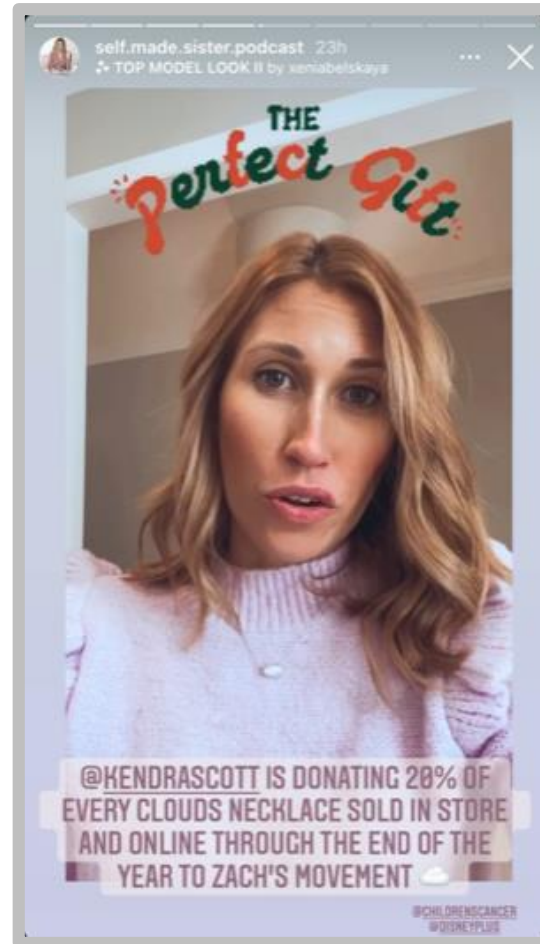


@alissaschrank | followers: 4.4K | vertical: motherhood, lifestyle



CLOUDS WEEK - INFLUENCERS - ANNA KEENAN

@self.made.sister.podcast | followers: 1.8K | vertical: entrepreneurship, lifestyle, philanthropy



CLOUDS WEEK – CAMPAIGN RESULTS



\$27,153

dollars raised

600

clouds necklaces sold



PARNTERSHIP RESULTS

RESULTS

8

Influencer partnerships

1.78m

Combined influencer follower reach

124

Clouds necklaces sold at
Mall of America store

\$893.20

give back generated from Premiere
Kendra Gives Back event at MOA

1,288

total Clouds necklaces
sold

\$9,131

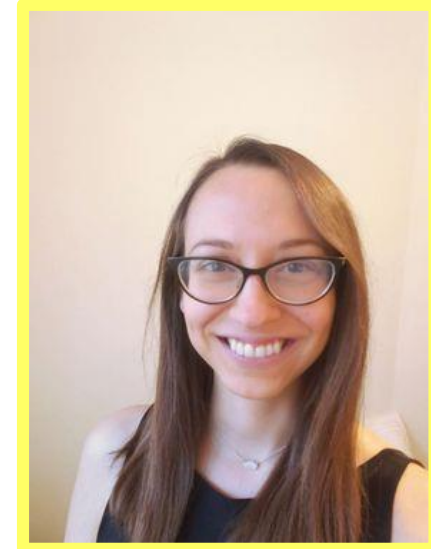
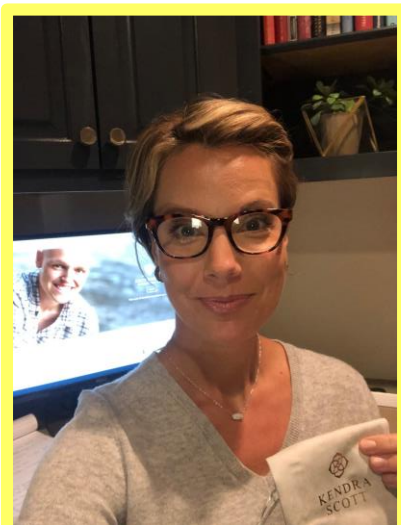
total Kendra Scott Clouds
necklace give back to Zach's Fund

\$10,528.75

total Kendra Scott give back in 2020

Contributed to the **\$2.3 million dollars** raised for Zach's Fund
and mission to end osteosarcoma

A FEW CCRF STAFF 'CAUGHT IN THEIR KENDRA' (CLOUDS!)



“All Zach ever wanted was a world where no child would have to lose their innocence and lives to osteosarcoma.

The amazing Kendra Scott team has gone above and beyond anything we could have ever hoped for in their support of Zach’s dream.

We have no doubt that Kendra Scott’s promotion and sale of the “Clouds” necklace benefitting Zach’s Movement will lead to better treatments for children in the future who are diagnosed with osteosarcoma, and for that, we are so incredibly grateful.”

Laura Sobiech

