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CASE STUDY:

CANNONBALL KIDS' CANCER

CAUSE-DRIVEN CREATIVE FOR LOCAL PEDIATRIC CANCER NONPROFIT

Dedicated to funding life-saving pediatric cancer research, Cannonball Kids' Cancer has spent years advocating for better treatment options and increased awareness surrounding childhood cancer. As a long-time partner of the organization, evok supported Cannonball Kids' Cancer through a range of cause-focused creative initiatives designed to strengthen fundraising efforts, elevate the organization's mission, and deepen emotional connection with donors, sponsors, and community supporters. From gala collateral to impact-driven storytelling, our team helped bring visibility to the organization's work and the lives it continues to change.



INDUSTRY
NONPROFIT
PUBLIC SERVICE



AUDIENCE
COPY NEEDED



CATEGORY/TACTICS
COPY NEEDED

CASE STUDY: CANNONBALL KIDS' CANCER



Gold Gala Brochure



Cannonball Kids' cancer is a long-time evok client on a mission to find a cure for pediatric cancer by funding research efforts through sponsorships and donations. Our agency supports Cannonball Kids' cancer with a range of marketing initiatives, all designed to help further the organization's life-saving objectives.

CASE STUDY: CANNONBALL KIDS' CANCER



Letterhead and Envelope



WORK.

Over a four-year partnership, our team supported the organization with cause-focused creative for their annual Gold Gala fundraiser. Each year, we developed sponsorship packets, invitations, and an in-depth brochure inclusive of details on the organization, their mission, what they have accomplished and stories from those whose lives they have helped impact. Our team also created step-and-repeat banners to be used for photoshoots during the events.

To propel CKc's agenda even further, our agency provided creative for an impact report to be used to showcase CKc's efforts and win the support of government agencies and other key partnerships.



RESULTS.

\$466.2K

raised for pediatric cancer
research at the 2019 Gold Gala

\$565K

in allocated research funds

14

research grants awarded
over four years

252

treatment options created for
children battling cancer

2

pediatric cancer research
grants awarded in 2019

KEY TAKEAWAYS

- Cause-driven creative & emotionally resonant storytelling strengthened Cannonball Kids' Cancer's ability to engage donors, sponsors, & community advocates.
- Consistent branding across gala materials, sponsorship packets, invitations, and event collateral elevated the organization's professional presence and fundraising impact.
- Impact-focused reports and mission-centered messaging helped communicate measurable outcomes while supporting partnerships with government agencies and key stakeholders.
- A long-term creative partnership enabled evok to support the organization's evolving fundraising and awareness objectives over multiple years.
- evok's integrated support contributed to meaningful results, including more than \$466,000 raised at the 2019 Gold Gala, 14 research grants awarded over four years, and expanded treatment opportunities for children battling cancer.