



Our Largest Challenge EVER ...

2016 Supporter Outreach and Call to Action!!
We NEED You!!

What We Do

- Raise awareness of colorectal cancer (CRC), the importance of early detection and the most effective screening methods available.
- Increase awareness of CRC risk factors and factors that may help prevent CRC, including family/genetic history, exercise and nutrition.
- Reduce the disparity that exists in CRC incidence and mortality rates by providing funds to improve screening rates in underserved and uninsured communities.
- Award translational research grants to young investigators studying genetic and epigenetic changes that will ultimately lead to new breakthroughs in the prevention, therapy and elimination of CRC in our lifetime.
- Leverage the impact of our donors' support by developing broad public/private partnerships with local, regional, and national organizations invested in a mutual goal of increasing national screening rates to 80% by 2018.

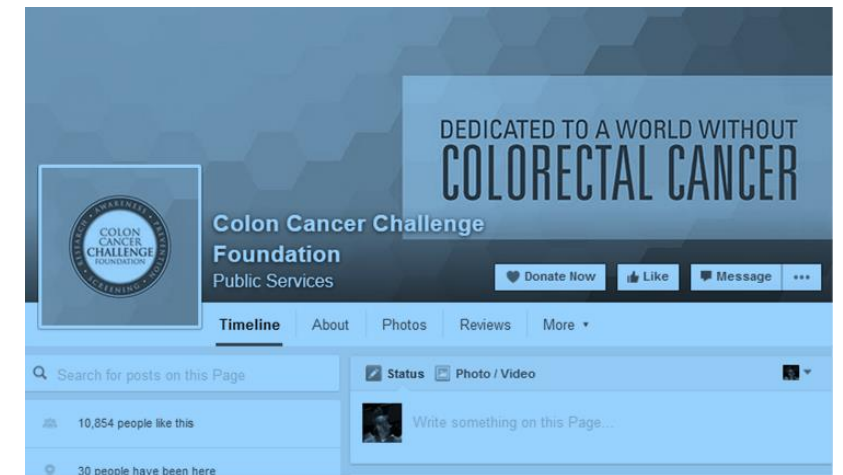


A Reminder

- Lung cancer will kill over 150,000
- Colon cancer will kill over 50,000
- Breast cancer will kill over 41,000



4,206,510 Likes



10,854 Likes

The Challenge

Interrupt the cancer conversation

Leverage simpler – more common language

Find our unique voice

Raise awareness & supporters like never before!



Our Largest Challenge Ever!

We'll soon be launching our LARGEST marketing campaign ever ...

New TV, radio, online and social media that will dramatically increase awareness and support for colon cancer!

Instead of reaching thousands ... we aim to speak with MILLIONS!!



Our Largest Challenge Ever!

But we can't do this without you!



Our Largest Challenge Ever!



Our Largest Challenge Ever!

BUTT DIAL

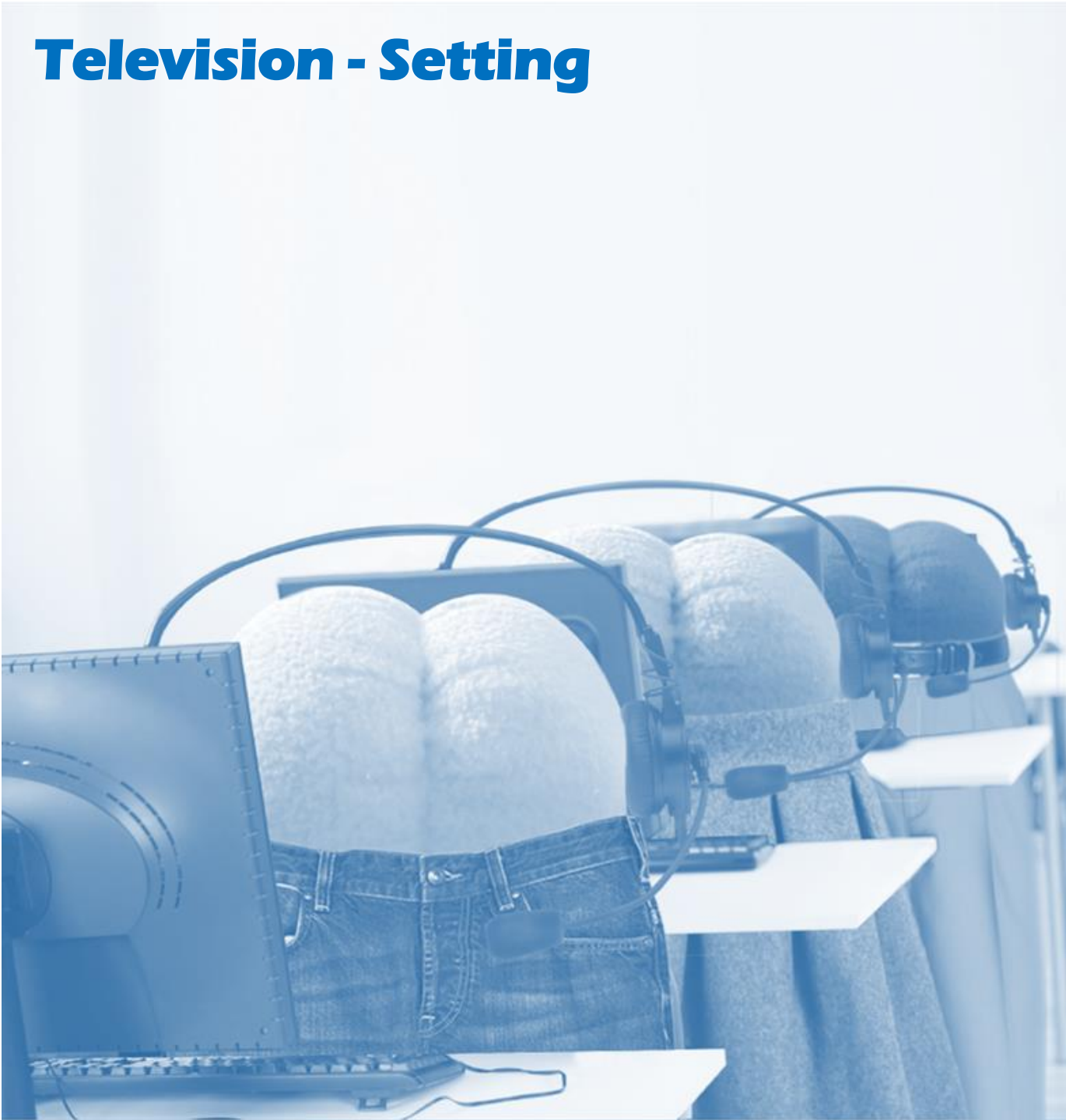
We're giving butts a voice to speak about colon cancer.

Television - Setting

PROTECT YOUR BUTT

The Office Setting

- 3 desks
- 2 'butts' per desk
- Each desk has computer / headset
- One wall covered with employee of the month – all the same employee
- One wall "scoreboard" covered with calls made and lives saved
- Other doors: boss, bathroom, break room, copy room, etc.





Copy Machine - :30 second TV

- The Butt-Dialers are all sitting around, office gossiping, break time
- Boss walks up
- Boss: Paul?
- Paul: Yeah, Boss?
- Boss: I found these in the copy room (disapproving tone)
- Boss holds up photocopies of Paul's "buttface"
- Paul blushes and other employees snicker – 'busted'
- Boss: I'll just leave these here for you
- Boss walks away shaking his head (butt)

On The Line - :30 second radio

- Human: Hello?
- Michelle: Hello is this Sarah?
- Human: Yes. Um. Who is this?
- Michelle: Is this a good time to talk? I am a butt.
- Human: What?!?
- Michelle: This is a butt-dial. Your butt is on the line.
- Human: Ok, seriously?
- Michelle: Ma'am you butt could be at risk.
- Human: Of what?
- Michelle: Colon cancer
- Human: What? Really?
- Michelle: Yes. Please go to protectyourbutt.com to learn more!
- Human: But wait...
- Michelle: Please don't wait. Do not put this off.
- Voice Over: Go to protectyourbutt.com to learn more about colon cancer

Scripts



Pool Hall - :60 second TV

- Woman late 30s is with friends at pool hall, cellphone rings
- Woman: Hang on guys. Hello who is this?
- Woman turns away from her friends, finds quieter spot for phone call
- Woman: Hello?
- Camera cuts to Clarence at Protect Your Butt Call Center
- Clarence: Hell ma'am
- Woman: Who is this? (mildly annoyed)
- Clarence: Ma'am, this is a butt dial
- Woman: A butt dial??!
- Clarence: That's right. I am a butt and I am calling to set up a colon cancer screening for you.
- Woman: What?
- Clarence: I am calling to set up a colonoscopy – because colon cancer is the #2 cancer killer in the United States and my job is to save people like you! And besides the screening is totally free!
- Woman: Who do you work for?
- Clarence: Protect Your Butt dot com
- Woman Looks at Friends confused
- Woman: ok? You said protect your butt dot com
- Clarence: That's right – protect your butt dot com
- Woman looks at friends, confused but smiles and hangs up
- Screen Over – Graphic of Protect Your Butt dot com
- Voice Over: Protect Your Butt NOW!

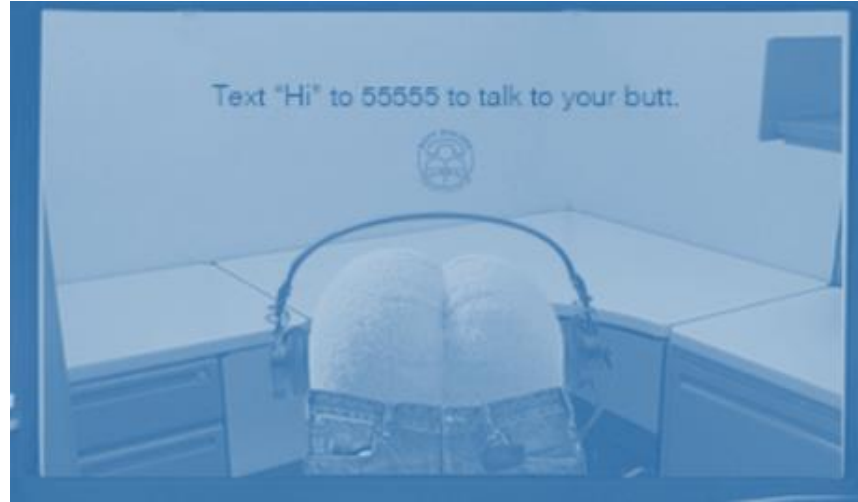
Scripts



Feet Up - :15 Second TV Spot

- Butts in call center on headsets
- Typing on keyboards, computer noise, ringing phones in background
- Camera pans over several Butts and snaps to "Chad" at his desk
- Chad: So all you need to do is go to Protect your Butt dot com to find all the information about getting screened for colon cancer. Again that's Protect Your Butt dot com
- Chad leans back in chair – satisfied
- Chad: Thank you sir. You too. Good bye.
- Chad puts feet on desk and crosses his legs. His feet are upside down with shoe tips touching desk, arms are folded behind his head (butt)
- Chad: All in a days work –saving another life from colon cancer.
- Screen Over – Graphic of Protect Your Butt dot com
- Voice Over: Protect Your Butt NOW!

Direct Marketing – Butt Dial



The Largest Butt Dial Ever

- Proactive Dial Out (auto dialer) to over 250,000 USA residents
- Proactive Dial Out (auto dialer) to all USA based cancer doctors
- Proactive Dial Out (auto dialer) to all legislators – DC outreach
- Targeted to specific demographics – ages, geography, gender, etc
- Pre-recorded message with information such as:
 - Protect Your Butt dot com
 - Colon Cancer #2 killer
 - Screening is FREE
 - Act now ... time is running out
- CCCF Alumni / Family to 'nominate' others to be added to call database for outreach

Crowd Marketing



The Great Butt Shake!!

- Spring 2017 – Central Park
- Partnership with Guinness Book of World Records
- The great 'rump shake', 'butt twist', 'twerk off' – something catchy and media grabbing
- Create a dance mix of famous 'butt' songs for dancing flash mob – place on iTunes
- Media – Good Morning America, Today Show, CNN

We can't cure colon cancer without raising awareness & screening

There are many ways for **YOU** to support this effort...

\$100,000 donation+

Dedication of the PYB to your loved one
AND...

A Personal Letter from the PYB cast
Included in the credits for the PYB video
Free download of PYB Theme Song
Free PYB bumper sticker
Invitation to World's Largest Booty Shake After Party
PYB Boxer Shorts
A chance to sing the PYB Theme Song
VIP area of the World's Largest Booty Shake
Free PYB "Butt Dial" phone case
Free hotel stay the night before the World's Largest
Booty Shake
VIP party the night before the World's Largest Booty
shake
Meet the PYB writers, producers AND of course the
cast.
Prop of your choice in the PYB set i.e. A photo of
yourself or loved one on the PYB set or credits.

\$50,000 donation+

Visit PYB Studio, Name PYB Character or
Voice Over
AND...

A Personal Letter from the PYB cast
Included in the credits for the PYB video
Free download of PYB Theme Song
Free PYB bumper sticker
Invitation to World's Largest Booty Shake After Party
PYB Boxer Shorts
A chance to sing the PYB Theme Song
VIP area of the World's Largest Booty Shake
Free PYB "Butt Dial" phone case
Free hotel stay the night before the World's Largest
Booty Shake
VIP party the night before the World's Largest
Booty shake
Meet the PYB writers, producers AND of course the
cast

\$20,000 donation+

Your Name on Credits!
AND...

Personal Letter from the PYB cast
Included in the credits for the PYB video
Free download of PYB Theme Song
Free PYB bumper sticker
Invitation to World's Largest Booty Shake After Party
PYB Boxer Shorts
A chance to sing the PYB Theme Song
VIP area of the World's Largest Booty Shake
Free PYB "Butt Dial" phone case
Free hotel stay the night before the World's Largest
Booty Shake



We can't cure colon cancer without raising awareness & screening
There are many ways for **YOU** to support this effort...

\$2,500 donation+

Social Booty Shaker!
AND...

Personal Letter from the PYB cast
Free download of PYB Theme Song
Free PYB bumper sticker
Invitation to World's Largest Booty Shake After Party
PYB Boxer Shorts
Invitation to the VIP area of the World's Largest
Booty Shake
Free PYB "Butt Dial" phone case
Dedication on PYB Social Media

\$1,000 donation+

Backup Singer!
AND...

Personal Letter from the PYB cast
Free download of PYB Theme Song
Free PYB bumper sticker
Invitation to World's Largest Booty Shake After Party
PYB Boxer Shorts
Invitation to the VIP area of the World's Largest
Booty Shake
Free PYB "Butt Dial" phone case

\$500 donation+

VIP Booty Shaker!

VIP Invitation to the World's Largest
Booty Shake

\$250 donation+

VIP Booty Shaker!

PYB Boxers
or
PYB T-Shirt

\$100 donation+

PYB Team Member!


Invite to World's Largest
Booty Shake

\$50 donation+

Protect YOUR Butt!


PYB Bumper Sticker





YOUR BUTT IS ON THE LINE

Accept Call



Thank you