

[Subscribe to Advertising Age today!](#)

January 07, 2010

[Login](#) | [Register Now](#)

# AdvertisingAge®

 Search Advertising Age

[Advanced Search](#)

**More from Ad Age:** [Creativity](#) [Ad Age China](#) [Bookstore](#) [Jobs](#) [Ad Age On Campus](#) [Sign up for E-mail Newsletters](#)

## GOODWORKS

Stay on top of the news, [sign up for our free newsletters](#)

[E-mail](#) [License](#) [Print](#) [Comment](#) [RSS](#)

## Giving Birth to a Mission to Save Kids

Fathom Helps Max Cure Foundation in Its Mission to Launch a Cancer Center

Posted by Marcus Peterzell on [01.06.10](#) @ 11:46 AM



Ad agencies are certainly not new to the world of charitable causes. The larger organizations we all know, such as American Heart Association, are brands like any other and require professional marketing services just as much as for-profit corporations. But it is rare when an agency can partner with a new cause and truly help birth an organization, watch it grow and make a difference in our world.



Anne Marie and David Plotkin, with their sons Max (second left) and Alex, join Christie Brinkley at the Max Cure Roar for a Cure Carnival.

Last April, Fathom Communications received a cold call from a brand new charity, the [Max Cure Foundation](#), that needed help. The organization, created by David and Ann-Marie Plotkin -- whose son Max had a rare form of cancer and was treated successfully at Memorial Sloan-Kettering Cancer Center -- and David's dad, Richard Plotkin, wanted to fund a new pediatric center at Sloan-Kettering and needed to raise \$500,000 as initial seed funding. Having already raised money from friends and family, it now needed to take its campaign to a new level, which would center around a family-themed carnival event in the

Hamptons.

When we heard about Max and the foundation's quest, we said yes on the spot, and the Max Cure Roar for a Cure Carnival was born.

At the time, the Max Cure Foundation had no infrastructure, no staff and no experience in either fundraising or event production. What it did have was a determined family with a mission to find a cure for pediatric cancer. We were just a few months away from the event date -- in August to capitalize on the heavy summer traffic in the Hamptons -- with nothing but an empty field donated by a friend at the East Hampton Tennis Club.

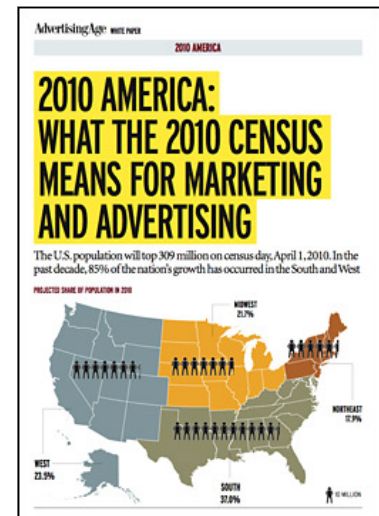
In our minds, though, the big challenge was ensuring a successful event. Even with donated services, an event of our imagined magnitude could cost as much as \$100,000, so we had to bring in at least that much. Early on, David Plotkin and I discussed the challenges of raising enough money for the first year of what we envisioned to be an annual event, especially given the soft economic climate, and I told him that drawing 250 people and raising \$150,000 would be a great benchmark for year one.

### MOST RECENT POSTS

1. [Cause Marketing: 2010 Forecast](#)
2. [Gen Y: Stop Doubting Yourself and Start Taking Action](#)
3. [Giving Birth to a Mission to Save Kids](#)
4. [Three New Year's Resolutions Your Agency Needs to Make](#)

### WHITE PAPER: 2010 AMERICA

What the 2010 Census Means for Marketing and Advertising



2010 America explains what you need to know about the biggest consumer market-research project of the decade: the 2010 U.S. census. Demographics expert Peter Francese, author of this highly readable Ad Age white paper, analyzes what the census will reveal about the changing face of consumers.

### BOB GARFIELD

The Bobby Awards

Garfield Hands Out the 2009 Honors for Actors and Actresses in Commercials

For Fathom, producing the event was fairly easy—rallying the vendors (catering, tents, security, amassments, staging, parking) and booking a high-profile band, Push Play. The hard part was developing the infrastructure to raise the funds, so our next step was to create all the solicitation material (presentation decks, invites and e-vites) and establish pricing tiers, corporate donation packages and online payment systems, as well as tracking and reporting mechanisms. We also set up the infrastructure for an auction, which we held on eBay prior to the event and at the event itself.

The night before the event, Fathom staff drove three hours to Amagansett, nervous about the dismal weather report of rain during our outdoor carnival. Sure enough, as we arrived at 6 a.m. to set up, a massive storm moved in and the beaches closed. We ordered more tents, a stage cover and ponchos, and then looked up to the heavens and prayed. Miraculously, the rain never came, but with the beaches closed, we were the hot item in town and attracted droves of attendees -- almost 1,000 -- who opened their checkbooks and their hearts.

We had some celebrity friends on hand, too. Christie Brinkley came with a smile, as did Aida Turturro from "The Sopranos." It was one of those days that was magic. For example, we tried to give Push Play a check for their expenses, and they promptly ripped it up, making a check out to the foundation instead. We were happy to be proved wrong in our projections about attendance and funds raised: Our final tally reached \$350,000.

It was an exhausting endeavor, but knowing we helped seed a new pediatric center at Sloan-Kettering that would save more children like Max was worth every minute of effort. Don't get me wrong -- I love my day job at Fathom -- but helping launch a brand that can save lives simply has no equal. We are now planning the encore event for next summer, and we are so proud to count the Max Cure Foundation as a new client and the Plotkins as our friends.

**ABOUT THE AUTHOR**

Marcus Peterzell is managing director, engagement & entertainment marketing, for Fathom Communications.

0 Comments



To submit comments you must be registered. Please [Login](#) or [Register Now](#)

Username:

Password:

Comment:

Note: Comments submitted to AdAge.com are posted automatically and will include the user name with which you registered. Ad Age reserves the right to delete comments that are insulting or personal in nature. Comments may be used in the print edition at editorial discretion. **Comments are restricted to 500 words or less.**

[Share & Save \(2\)](#)

**SUPER BOWL 2010**

Who's Buying What in the Big Game



Smart Strategies for Buying the Bowl

**AD AGE VIDEO**

Audi CMO: What U.S. Automakers Are Doing Wrong



Scott Keogh Wags a Finger at Detroit's Marketing

**WEEKLY ONLINE POLL**

Are auto marketers hurting themselves by moving business out of Detroit?

[Vote & Comment](#)

**KEN WHEATON**

Is Pepsi's Pass on Super Bowl an Offensive or Defensive Move?

When One of the Games Big Ad Spenders Pulls Out, It Raises a Lot of Questions

**TRY IT NOW!**

Ad Age Launches Mobile App for iPhone, iPod Touch



Includes In-feed Search, Easy-Tweet Feature

**AL RIES**

The Principles of Marketing Can Be Summarized in One Word

'FOCVS' Should Be the Foundation of Any Effort

[Google](#) [RSS Feed](#)  
[netvibes](#) [Save on Del.icio.us](#)  
[Bloglines](#) [Digg this](#)  
[newsgator](#) [Reddit](#)  
[MY YAHOO!](#) [Bookmarks](#)  
[Windows Live](#) [LinkedIn](#)

Stay on top of the news and stay ahead of the game—[sign up for e-mail newsletters now!](#)

>> GOODWORKS

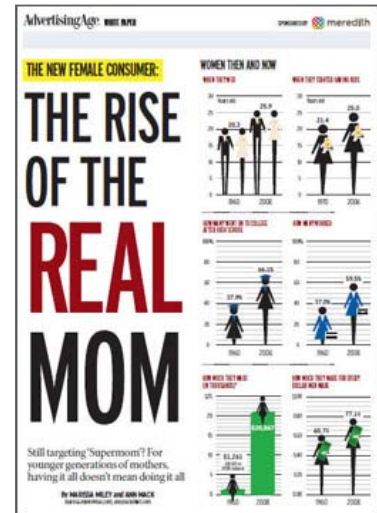
Search Advertising Age

[Advanced Search](#)

Advertising Age: Your Online Source for Marketing and Media News

### WHITE PAPER

#### The New Female Consumer: The Rise of the Real Mom



This Advertising Age and JWT white paper explores what multiple generations of American women want when it comes to family, work and life in the 21st century, decades after the women's liberation movement.

**VIDEO** **ABOUT** **PURCHASE**

Bob Garfield's New Book [Get & Share](#)

**BECOME A FAN**

Has the digital revolution got you a little worried? Confounded? Hopeful? Uh...RUINED? Watch *The Chaos Scenario* video on thriving in the Post-Media

BUDDY MEDIA

**PRIMETIME POWER ALL YEAR LONG**

**THE RACHEL MADDOW SHOW**

#### MOST READ MOST E-MAILED

- [Google's Latest Triumph: an Apple Beatdown That's Not iPhone-related](#)
- [People's Choice Awards Embraces Social Media](#)

3. [Why Scottrade's Latest Ads May Remind You More of Beer Than Brokerage](#)
4. [Why Did Kraft Sell Frozen-Pizza Cash Cow to Nestle?](#)
5. [Most Winning Creative Work Involves Consumer Participation](#)

---

## BRANDED CONTENT

Intelligence for IT Vendors on How Best to Market Your Goods



[More](#)



[CLICK HERE.](#)

- [NEWS](#) | [Latest Marketing and Advertising News](#) | [Marketing and Advertising Agency News](#) | [Best Ads From Creativity](#) | [CMO Strategy](#) |
- [COLUMNS](#) | [DataCenter](#) | [Digital Marketing and Advertising News](#) | [Global Marketing and Advertising News](#) | [Hispanic Marketing](#) |
- [Madison+Vine](#) | [MediaWorks - Media and Marketing News](#) | [TalentWorks](#) | [This Week's Issue](#) | [Your Opinion](#)
- [WHITE PAPERS](#) | [Rance Crain](#) | [The Media Guy](#) | [Teresa Iezzi](#) | [Al Ries](#) | [Guest Columnists](#)
- [RESOURCES](#) | [The New Female Consumer: The Rise of the Real Mom](#) | [2010 America](#) | [More...](#)
- [SERVICES](#) | [TalentWorks](#) | [Advertising Age Events](#) | [Industry Events](#) | [White Papers & Marketing Information](#) | [360 Multiplatform Media](#)
- [Subscriptions](#) | [Media Kit](#) | [Help Center](#) | [List Rental](#) | [RSS \(What is RSS?\)](#) | [Archive](#) | [Get the issue digitally \(Texterity\)](#)
- [More from Ad Age:](#) [Creativity](#) | [Ad Age China](#) | [Bookstore](#) | [Jobs](#) | [Ad Age On Campus](#) | [Sign up for E-mail Newsletters](#)

Copyright © 1992-2010 [Crain Communications](#) | [Privacy Statement](#) | [Contact Us](#)