

Dr. Susan Love Research Foundation

BACKGROUND Established by one of the founding mothers of the breast cancer advocacy movement, the Dr. Susan Love Research Foundation is dedicated to eradicating breast cancer within our lifetime through innovative research, education, and advocacy. Cause Communications was engaged to help reposition the organization for a new phase of growth.

STRATEGY We helped reposition the Dr. Susan Love Research Foundation breast cancer advocacy group into an internationally recognized foundation. Our strategic recommendations included creating and implementing a strategic communications plan, establishing the organizational identity, fostering corporate partnerships, and launching peer-based communications.

OUTCOME Our collaboration helped pave the way for major partnerships with Ford Motor Company, Hard Rock Cafe, Melissa Etheridge, iTunes, and the Emmy nominated television show The L Word, and helped establish the foundation's "Army of Women" program with Avon as a partner. The Foundation now has a network of nearly 400,000 women in its "Army" and has won multimillion-dollar grants to support its innovative research programs.

TACTICS

- Branding and organizational identity
- Communications strategy
- Positioning and message development
- Public relations
- Corporate social responsibility
- Cause marketing
- Strategic partnerships

“Cause’s work with the Dr. Susan Love Research Foundation in the early 2000s was significant and strategic in stabilizing the organization and contributed to the foundation’s current successes in its efforts to end breast cancer.”

Kate McLean, Board Chair (currently Treasurer)

