



Dorough Lupus Foundation

Challenge

Create lupus awareness among youth. Create events that would raise money for the foundation. Introduce the DLF to corporations that are not familiar with lupus.

Solution

"Bowl for the Cause," a bowling event created to raise money and awareness among youth. "Howie" and "Caroline" shoes by Steve Madden, which raised money for the DLF. We created DLFTeenTeam, an online panel of youth from all over the world.

Results

"Bowl for the Cause" raised over \$25,000 for the DLF. The "Howie" and the "Caroline" raised over \$25,000 for the DLF. The DLFTeenTeam now has over 2500 members from countries as distant as Nepal. The DLF was introduced to a host of corporations, including Teen People, American Airlines, Crate & Barrel, House of Blues, Steve Madden, Chapstick, and many others. To date, we have garnered over 35,000,000 media impressions.

