



GREAT
ORMOND
STREET
HOSPITAL
CHARITY

KIDSTARTER

C A M P A I G N

Team #27

The GOSH Ninjas

Challenge

GOSH needs to raise \$300 million pounds, to build a world-leading Children's Cancer Centre, at a time plagued with recession & impending financial crisis.

Insight

A child's curiosity & imagination knows no bounds, even cancer can't stop it from taking flight.

Strategy

We want to harness the power of a Cancer Child's inventiveness to move people to donate to GOSH.



KIDSTARTER

The first crowdfunding campaign by Children with Cancer that raises funds with 30 one-of-a-kind invention ideas, products, or projects inspired by what children with cancer want to build in the new Children's Cancer Centre at GOSH

Raise a childhood

**BACK IT.
BUILD IT.
BEAT IT.**

Key Asset

The GOSH KidStarter campaign will exist on the KickStarter platform. We will use the existing crowdfunding site to continually add each of the 30 GOSH children's inventions as we launch it.

With a goal of 10M per invention, we will launch 30 inventions within 5 years to raise the 300M. We'll stagger the inventions every 6 months on Kickstarter to renew interest in the campaign and reach new donors.

Discover Start a project

KICKSTARTER

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KIDSTARTER

You can help build a new, world-leading Children's Cancer Centre at **Great Ormond Street Hospital (GOSH)**
Delivering a new generation of care where pioneering treatments and groundbreaking research will save more children's lives. If you help build it, you can help beat it.

Raise a childhood **BACK IT. BUILD IT. BEAT IT.**

Backed 30 Projects The New Children's Cancer Centre at GOSH Joined March 2023

About Backed³⁰ **Created³⁰** Comments

Vitamin Paste

Walk And Read

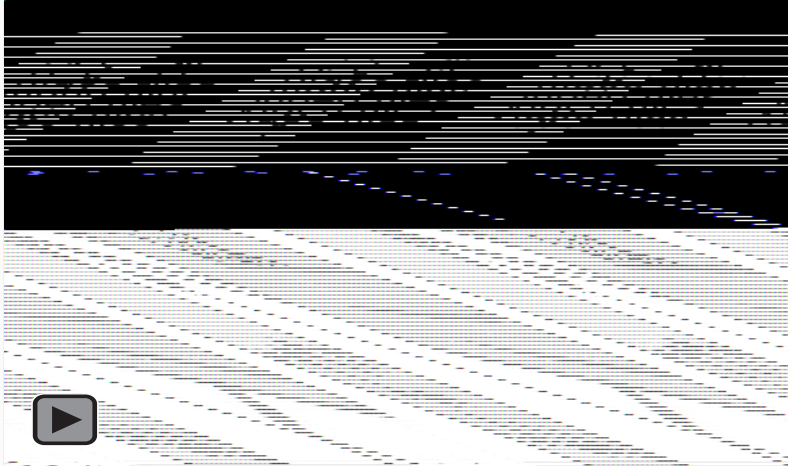
Bob The Robot

Video Campaign

Each invention will have its own launch pitch video, presented by the child inventor, telling his/her story & also explaining that all donations will go to funding the new GOSH Children's Cancer Centre.

Please access this page in Adobe Acrobat Reader to view this video or watch it here:
https://youtu.be/l6dUWY8_Vls

Discover Start a project
KICKSTARTER
Search Log in



£27,272,727 pledged

4,327 backers

10 days to go

Hot&Cold Headband

Hot&Cold Headband is a headband for sick people like me!

It makes it easy for the doctors and nurses to know if I have a fever. Because if I'm hot the headband will turn red. It's made of special material that knows when I'm hot.

By Ellie, 10

To help the new Children's Cancer Centre at Great Ormond Street Hospital to save more children's lives.

BACK THIS PROJECT

BACK IT,
BUILD IT,
BEAT IT.

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www.gosh.org



KIDSTARTER

HELP US BUILD THE NEW CHILDREN'S CANCER CENTRE

You can help build a new, world-leading new Children's Cancer Centre, promising a new generation of care and pioneering groundbreaking research that will save more children's lives.

Our young inventors showcase their special innovations proudly

All inventions can be viewed along with the personal stories of the children that want them developed

HOT & COLD HEADBAND

If it's hot the headband will turn RED

By Ellie, 10

£27,272,727 pledged 4,327 backers 10 days to go

Hot&Cold Headband

This would be a very quick visual first indicator of a raised temperature and could be comfortably worn by everyone.

By Ellie, 10

£27,272,727 pledged 4,327 backers 10 days to go

BACK THIS PROJECT

to help the new Children's Cancer Centre at Great Ormond Street Hospital to save more children's lives.

BACK IT. BUILD IT. BEAT IT.

Other inventions showcased at base of the funding page to increase opportunity for more donations

Other Inventions

hook
made of transparent material
wheel

Vitaminpaste

can eat
lots of vitamin fishpaste

Bob The Robot

Read **Vitaminpaste** **Bob The Robot**

HOT & COLD HEADBAND

If it's hot the headband will turn RED

for everyone who is sick

By Ellie, 10

We hero one invention which rotates over time to refresh the campaign

Hot&Cold Headband

This would be a very quick visual first indicator of a raised temperature and could be comfortably worn by everyone.

By Ellie, 10

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BACK THIS PROJECT

to help the new Children's Cancer Centre at Great Ormond Street Hospital to save more children's lives.

BACK IT. BUILD IT. BEAT IT.

Landing Page on GOSH Website

Donation mechanism takes user directly to funding section

Spreading The Word Online

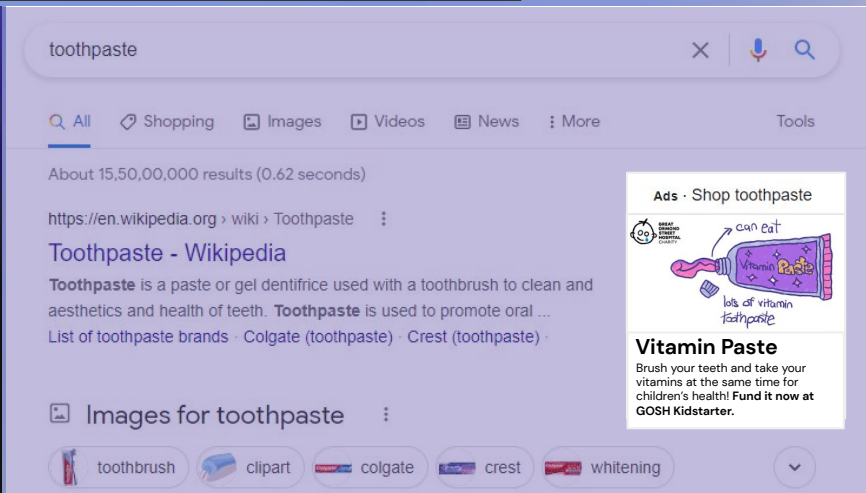
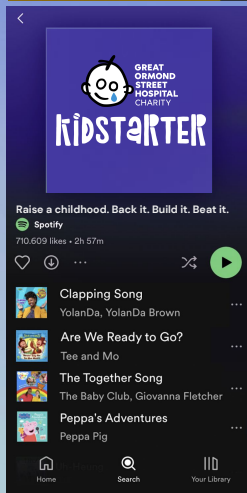
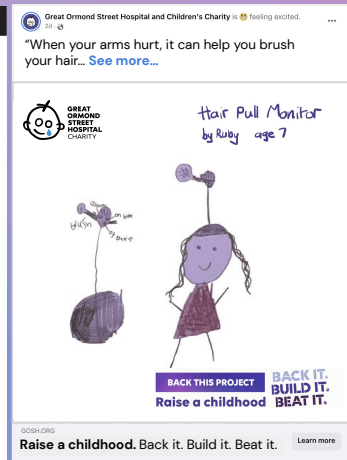
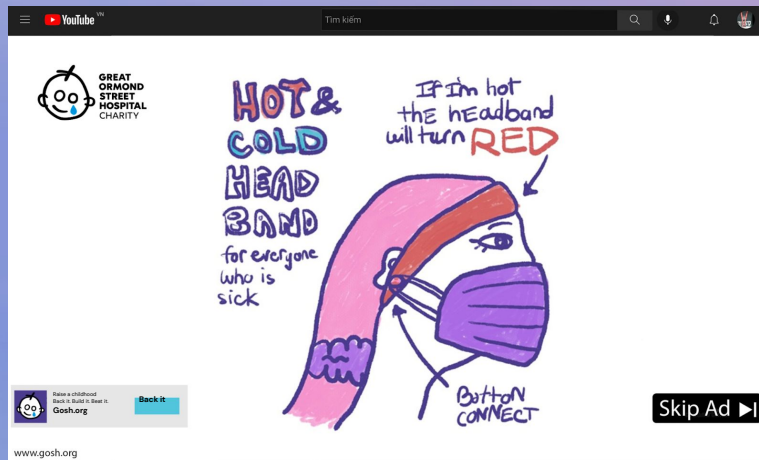
Video surround: Our campaign video will not only run on Kickstarter, GOSH website but will also be edited for YouTube, Instagram & Facebook.

Social buzz: We will create both organic posts and paid for creative assets such as Gifs & interactive stories for Facebook & Instagram.

Musical Fundraising: We will create a special GOSH KidStarter playlist on Spotify, curated by GOSH kids. We will tag an audio ad (in a child's voice) to it that will lead the listener to the KidStarter campaign page.

Let's go contextual: We will create dynamic display banners for SEM. Through contextual targeting, people will see our GOSH invention banners related to the key words they are searching. Eg: If they are searching for regular toothpaste, they will see an ad for the GOSH vitamin paste, leading them to the campaign page.

YouTube ads: We will create YouTube masthead ad for the day of the campaign launch, followed by shorter reminder ads such as 15s & bumpers with clear CTA, leading viewers to the campaign page.



The KidStarter Showcase at London Design Festival 2023

The London Design Festival is an annual event that promotes London as a design capital. In 2019, the Festival welcomed 600,000 visitors from over 75 countries, making it a great platform to showcase innovative works on a global stage.

We will launch The KidStarter Showcase in collaboration with the Royal College of Art to bring the brilliant minds of children from GOSH to the 20th anniversary of the London Design Festival in 2023.

The young talent of Royal College of Art will help develop GOSH kids' invention ideas and prototypes will be created to bring the ideas to life for the exhibition. These inventions and products will be showcased at the London Design Festival in 2023.

We will also display QR codes at the Festival showcase that will lead visitors to the KidStarter Campaign page, where they can donate to the new GOSH Children's Cancer Center.



Visual Identity

- CONFIDENT
- POSITIVE
- INTERESTING
- INNOCENT
- HOPEFUL
- AUTHENTIC



Campaign Logo

Using the smile icon combined with brick-like typography to enhance GOSH identity as well as the meaning of our motto "Build it. Beat it" that can help keep the smiles on our children's faces.



POSTER



I am a KidStarter T-SHIRT



Sleeping Bag GIVEAWAY

CAMPAIGN STAGES

ANNOUNCE

Feb' 23

We kick-off with a press conference, on 15th Feb, International Childhood Cancer day, announcing a unique crowdfunding campaign- GOSH KidStarter, by the children of GOSH to raise funds for the new Children's Cancer Centre.

We also announce our partnership with Royal College of Art who will help develop the kids' inventions.

ACTIVATE

Mar' 23

We activate the crowdfunding campaign with the pitch video + campaign page on Kickstarter. We will also seed the video on YouTube, Social & GOSH website.

The film's narrative will be told through a Cancer Child's perspective, talking about the unique, playful invention ideas that they want to develop in the new Hospital.

EXCITE

Mar- Apr' 23

We will encourage maximum donations and donors will receive giveaways in the form of miniature invention prototypes, depending on which invention idea they funded.

We will also tap into our audience's passion point of music and create a special GOSH KidStarter playlist on Spotify. This will be a curation of all the favourite songs of GOSH kids, with an audio ad tagged to it. The ad will lead the listener to the KidStarter campaign page.

AMPLIFY

Mar- Jun' 23

We will amplify the message of KidStarter - 'Raise a Childhood. Back it. Build it. Beat it.', leading to the campaign page via:

- Contextual SEM Banners
- Gifs on Social
- Organic posts on Social
- YouTube ads
- PR stories

SHOWCASE

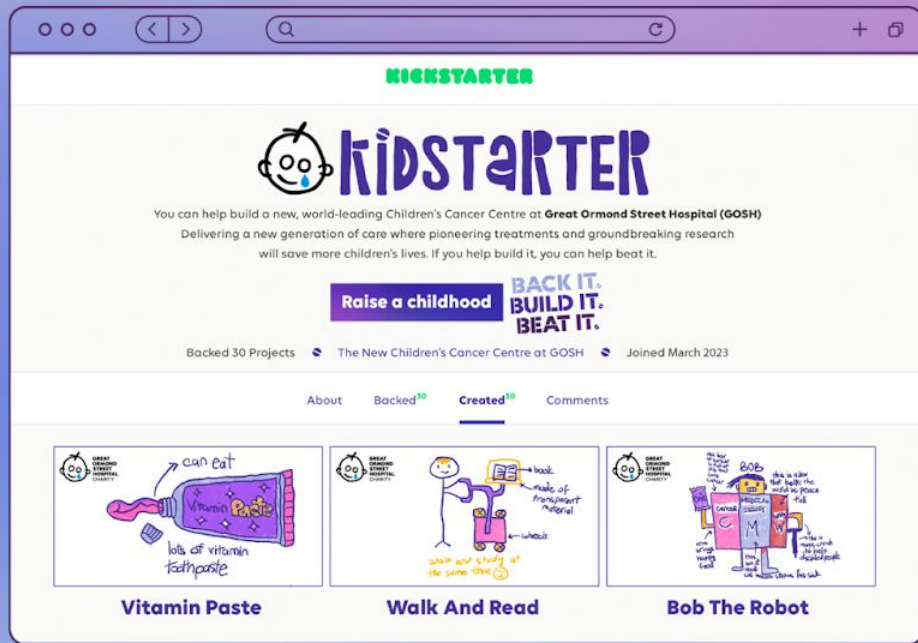
Sep' 23

Design students from Royal College of Art will help develop our GOSH kids' invention ideas and we will create prototypes and exhibit these to the world at the London Design Festival in 2023. QR codes at the exhibition will lead the visitors to donate at the campaign page.



KIDSTARTER

The first crowdfunding campaign by Children with Cancer



CHALLENGE

Raise \$300M to build a world-leading Children's Cancer Centre, at a time of financial uncertainty.

INSIGHT

A child's curiosity & imagination knows no bounds, even Cancer can't stop it from taking flight.

STRATEGY

Harness the power of a child's inventiveness to move people to donate.

IDEA

KidStarter – the first crowdfunding campaign by children with Cancer on Kickstarter.

EXECUTION

We raise funds by pitching 30 unique invention ideas, inspired by what children with Cancer want to build in the new Hospital.

MEDIA APPROACH

Amplification: PR, Social, YouTube, SEM & Spotify, and partner with Royal College of Art to develop the inventions showcasing them at the London Design Festival 2023.

Third Party Credit

Music used in Video: Baby – ANBR Adrian Berenguer

Animation by: Patricia Seriniyom

Voiceover: Nyra Chaku