Marginal models have been widely used to analyze correlated survival data. Most of the studies assume that the event of interest will eventually occur given sufficiently long follow-up. We consider a marginal mixture cure model for clustered failure time data with a possible surviving fraction, and propose novel generalized estimating equations to incorporate the correlation within clusters in the marginal model. A simulation study demonstrates the substantial efficiency gain over the conventional EM method. The model and the proposed method are applied to a data set of failure times from a cancer study.