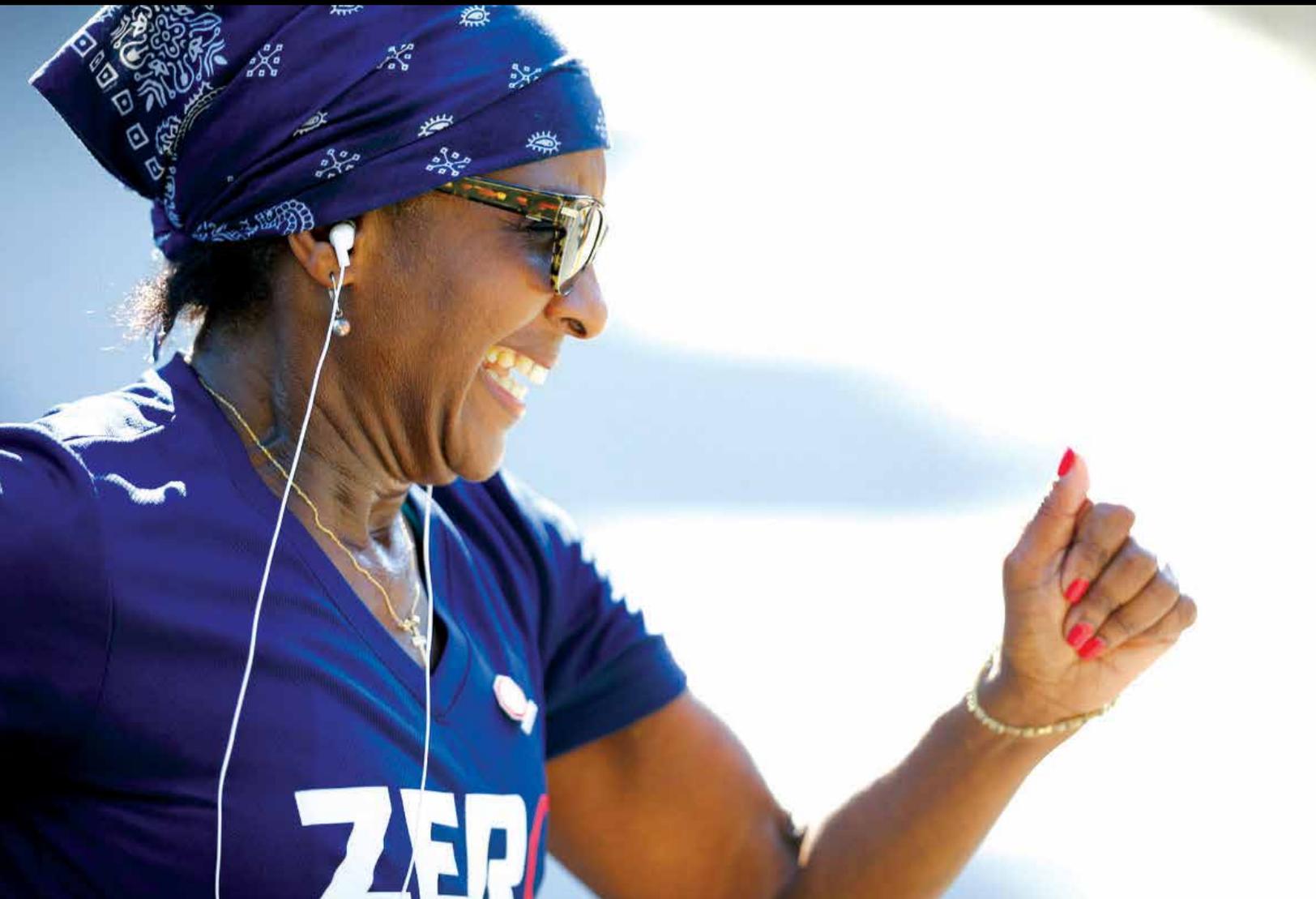


ZERO

THE END OF PROSTATE **CANCER**

2016 - 2020 STRATEGIC PLAN

JOURNEY TO ZERO



INTRODUCTION

Imagine a future with zero prostate cancer deaths and an end to pain and suffering. Join us in the journey to ZERO, where together, we will create Generation ZERO – the first generation free from prostate cancer.

At ZERO, we work each and every day with that vision in mind. We are the most impactful organization committed to ending prostate cancer. We are patients, past and present, unwilling to back down. We are family and friends, loved ones of those engaged in the fight to the end. We are professionals and volunteers pursuing the passion of making prostate cancer a national priority.

There is much work to be done. Every 19 minutes a man dies from prostate cancer, the second leading cause of male cancer deaths in America. Current estimates project nearly 1 million American men will be diagnosed each year by 2050. That is not a future we are willing to accept.

Changing it takes a bold commitment from individuals strongly connected to the cause and bonded closely with one another to unite behind a single goal – **End Prostate Cancer.**

EVERY



19
minutes

AN AMERICAN MAN
DIES OF PROSTATE
CANCER



JOURNEY TO ZERO

The *Journey to ZERO Strategic Plan* directs our decisions for this important work. It is a guide for making progress in saving lives and keeping families together. It reaffirms our mission and outlines our resolve in the face of this deadly disease. It commits us to expanding our reach into local communities to work in concert with our constituents, advocating for increased and better directed research funds, and providing education and support to improve patient outcomes. It is our principal responsibility to illustrate the future we seek through our networks, events, and digital outreach. And it is our ambition to become the standard by which other nonprofits will be measured.

To achieve success during this five-year plan, we will focus our work in the following four areas:

- **Communicate Vision and Impact**
- **Grow Base of Constituents**
- **Build Patient-Centric Programs**
- **Strengthen Fundraising and Manage Expenses**

Our common theme is strengthening local impact. The journey to zero takes a national community of heads, hearts, and hands aligned with the cause, ignited by passion, and willed to action. Our aspirations, organizational priorities, and metric goals are highlighted within each focus area.



Mission

ZERO's mission is to end prostate cancer. We will save lives and stop pain and suffering by advancing research, encouraging action, and providing education and support to men and families.

Vision

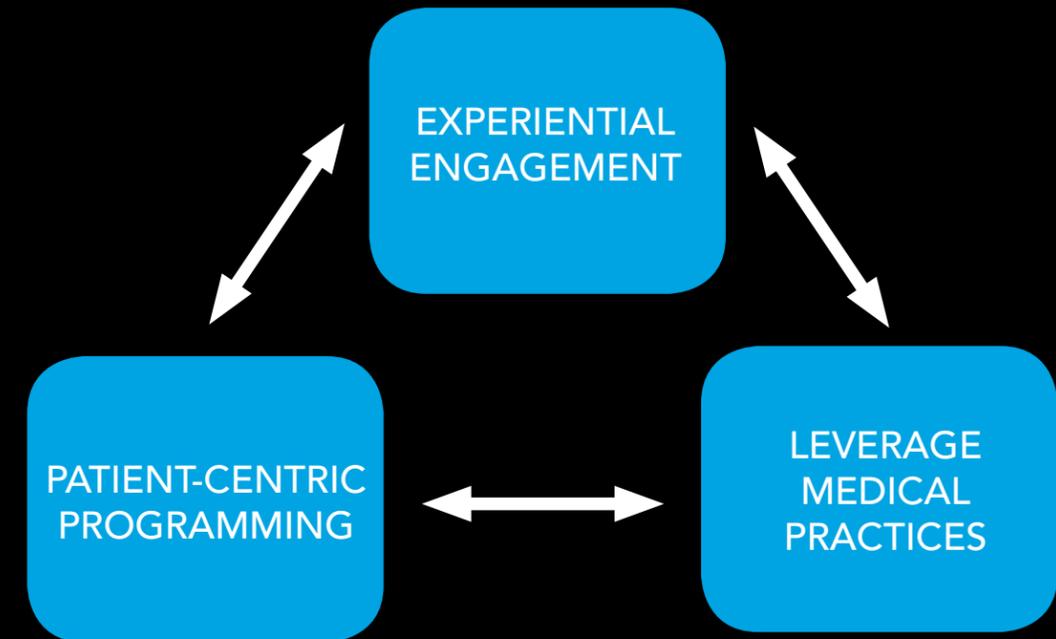
End Prostate Cancer
Stop Pain and Suffering

Values

We are **Passionate** and **Adaptable**
We act **Selflessly** and **Courageously**
To create **Impact**
While striving to be **Aligned** and **Transparent**

Strategic Anchors

We create hands-on opportunities for supporters of the cause to take direct action that makes a real impact in the lives of patients and their families.



We understand the disease is personal, and we help patients receive the best care throughout their cancer journeys by delivering advocacy, education, and support.

We go to where the patients are and develop relationships with the key medical professionals providing their care.

Communicate Vision and Impact

To inspire others to join the movement, our passion, determination, and commitment to end prostate cancer along with a celebration of a better future is the foundation of our messaging. In every interaction, whether in person or the written word, we are championing the patient and showcasing the personal stories of courage and hope that unite us in our fight. We will highlight the impacts we are making together to end this disease.

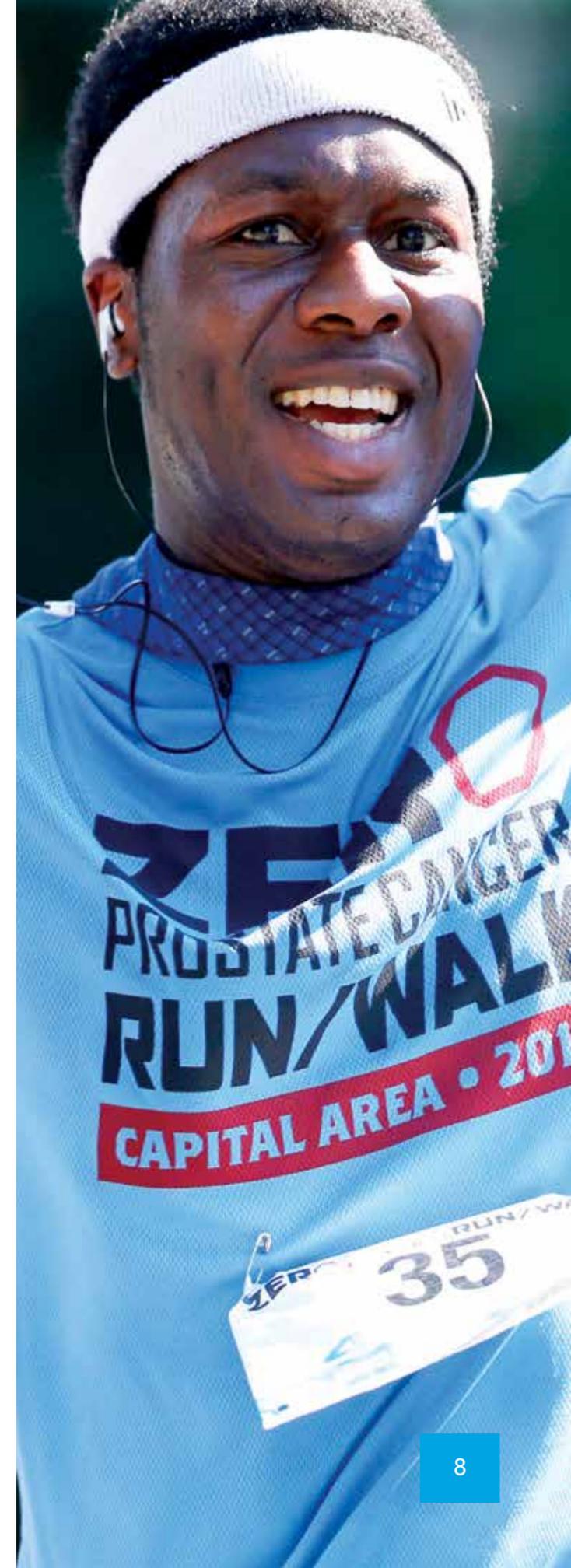
By 2020, ZERO will be the primary organization for patients and their families, and medical professionals alike to connect, fundraise, and support patients.

Priorities:

- Create a website that is the premier destination for prostate cancer patients, caregivers, loved ones, and medical professionals who seek patient-centric resources and ways to take action to end prostate cancer
- Tell stories that touch constituents personally and encourage them to share their own stories by providing a forum to connect with others
- Create compelling online and offline campaigns with personalized messaging and imagery that evoke emotion and showcase impact to encourage action and acquire new constituents
- Implement a digital marketing strategy including campaigns and SEO to recruit and acquire new constituents

Metric Goals:

- In five years, ZERO will be a top website on Google for prostate cancer and other relevant search terms
- By 2020, ZERO will host the largest library of prostate cancer stories
- ZERO's social media platform will grow by 75 percent over the next five years



Grow Base of Constituents

ZERO will end prostate cancer by engaging communities in confronting the challenge of making the disease a national priority. We will help muted voices be heard, translate our values into action, and drive political will to mobilization. We will make a difference by uniting every man and his family impacted by this terrible disease to achieve our common purpose.

By 2020, prostate cancer will be a national priority by building and strengthening local impact through regional chapters.

Priorities:

- Strengthen bonds with those impacted by prostate cancer and medical partners through local personal contact, encouraging them to organize into an avid and active tribe of prostate cancer supporters
- Maximize the ZERO Prostate Cancer Run/Walk potential to amplify fundraising and participation in the cause through shared, cause-driven passion
- Organize every region of the U.S. into local chapters dedicated to providing patient programs and organizing political action

Metric Goals:

- By 2020, ZERO will double its database to 750,000 supporters
- The ZERO Prostate Cancer Run/Walk will host 40,000 participants annually by 2020
- In the next five years, ZERO will have at least eight chapters nationwide organizing fundraising, patient programs, and political action



Build Patient-Centric Programs

Prostate cancer is devastating. A life is lost every 19 minutes and there are three million prostate cancer patients and survivors fighting their personal battles every day. But there is hope. By increasing funding for high-impact targeted research, expanding opportunities for education and testing, opening access to treatments, and improving patient outcomes, we can save lives and keep families together.

By 2020, prostate cancer deaths will drop to the lowest level ever and those living with the disease will have measurably improved outcomes.

Priorities:

- Recruit, train, and employ advocacy champions in key political districts to win support for protecting, increasing, and directing prostate cancer research funding at the Prostate Cancer Research Program at the Department of Defense and the National Cancer Institute
- Provide financial and navigation assistance to patients and families unable to fight prostate cancer alone
- Expand education and testing resources for prostate cancer to improve prevention, early detection cohorts, and treatment outcomes

Metric Goals:

- Increase research funding at the Prostate Cancer Research Program at the Department of Defense to \$90M
- Expand ZERO's co-pay relief program to help patients in all stages of the disease
- Launch a patient navigation program with the capabilities of serving our medical partners and their patients



Strengthen Fundraising and Manage Expenses

There are many worthy charitable causes. To succeed in earning supporters and their steadfast dedication to ending prostate cancer, we must set the standard in stewarding our supporters and resources.

Constant connection defines the modern world. Smart phones and social media surround us and the web follows our buying habits. We're in touch with our peers and influenced by them 24/7. Balancing income streams by harnessing the power of peer-to-peer fundraising is essential to provide the resources needed to save lives and ease the pain and suffering.

We will double the budget of the organization in the next five years by investing in our supporters, loyal annual giving, and promising opportunities and partnerships.

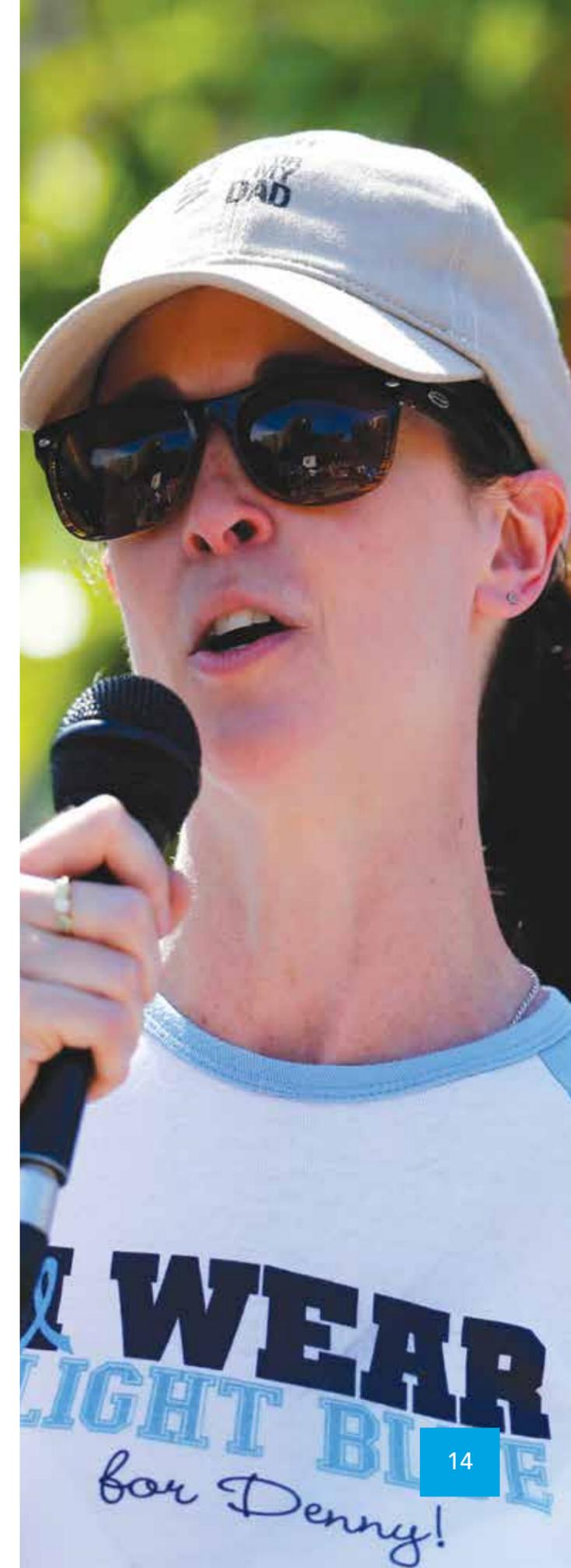
By 2020, ZERO will set the standard as a high-performing charitable organization.

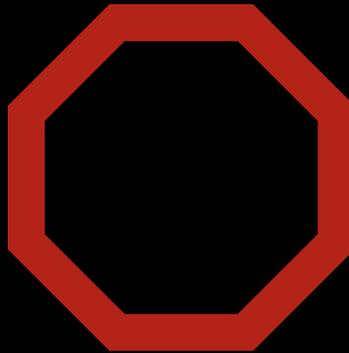
Priorities:

- Set the standard of managing our expenses by keeping a high percentage of our income toward programs and maintaining top marks from charity review panels
- Rapidly grow run/walk registration and peer-to-peer fundraising to beyond industry standards
- Expand our contact with fundraisers and donors to encourage involvement and year-round giving

Metric Goals:

- By 2020, ZERO will have an unrestricted annual income of \$10M and raise more than \$6M from the run/walk series, half of which coming from peer-to-peer fundraising
- Grow our annual individual giving to \$1M by 2020
- Maintain 90 cents or more per dollar to go directly to programs and activities
- By 2020, our endurance team program will raise \$1.5M annually





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