

**One In Four
Executive Board of Directors
2006 – 2008 Strategic Plan**



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“One in four college women have experienced rape or attempted rape in her lifetime.”

What is One in Four?

One in Four is a 501 (c) 3 non-profit organization of men and women, united for the purpose of educating men about rape using the most effective methods shown by scientific research studies. Based on this principle, One in Four currently encourages groups including colleges, the military, high schools, local civic organizations, rape crisis centers, and other similar organizations to use *The Men's Program*. This program has been found to be the most effective rape prevention program ever evaluated in the research literature.

Currently, N.O. M.O.R.E. distributes rape prevention videos to colleges, universities, military units, rape crisis centers, state health departments, and other organizations nationwide. In addition, One in Four serves as a national umbrella organization for “One in Four” chapters who are male peer educators who present *The Men's Program* to college fraternities, sports teams, residence halls, classes, student organizations and high schools.

During the first six years of One In Four's existence (initially known as N.O. M.O.R.E.):

- 3,000 copies of our book, *The Men's Program* were sold.
- 200 schools, health departments, and other agencies have purchased our videos.
- 25 “One in Four” chapters are ending rape on their campuses and in their communities.
- The RV Tour has presented *The Men's Program* over 200 times to thousands of men over a two year period.

Our Mission

To eventually end rape and sexual assault in the United States through groundbreaking research and superior educational programming - and for there to be no more need for our organization.



Our Vision

1. To insure that every man on every college campus in the nation sees our program, *The Men's Program*.
2. To continuously improve our rape prevention program, *The Men's Program*, to reach the point where all men who see it experience a permanent and complete change in the following areas:

Men will no longer believe in any rape myths (false or stereotyped beliefs about rape, rape victims and rapists).

Men will no longer report any likelihood of raping or otherwise forcing sex or sexual behavior on any woman.

Men will no longer behave in a sexually coercive manner, nor will they ever rape any woman after seeing our program.

In order to reach this vision, we need:

1. Human resources:
People who will present our program on every college campus. People who will advise our chapters. People who will travel to train and support "One in Four" chapters and their advisors. People who will coordinate research on a national level to continuously improve our programs. People who will support chapters and their advisors through the many pitfalls and challenges they face.
2. Financial resources:
Sustained funding to maintain a staff that can effectively build and support our chapters nationally and conduct research that will make our program reach its desired goal of effectively changing all attitudes and behavior related to rape by men who see it.

Long Term Goals

- Send “One in Four” members to visit 100 high schools and colleges each year.
- By 2015 have at least 250 active “One in Four” chapters in place
- On campuses with a One in Four chapter, document a 75% reduction in rape as a result of their educational efforts.
- Continually increase the capacity and staff of the Central Office

Short Term Goals (2006-2008)

- Increase revenue via private donations over 10% year after year (\$27,000 in 06-07 and over \$30,000 in 07-08).
- Establish 40 active chapters by June 2007. Establish 60 active chapters by June 2008.
- Create systems, processes, and resources to support, encourage, and document One In Four chapter efforts.



Strategic Action Items

To fulfill our mission, we realize that all our efforts must be aligned with our vision focused upon increasing the number of men that experience *The Men's Program*. Therefore, we seek to realize our vision by organizing our work in 2006-2008 around the following strategic action items.

Chapter Development, Retention, and Growth

In order to reach our goal of 250 One in Four chapters by 2015, we need to greatly enhance our approach in developing, retaining and strengthening our local chapters. Existing chapters need additional resources and measures of accountability.

Goal 1: Support the creation of "One in Four" chapters on every college campus in North America.

The RV tour is one of our best methods for planting the seeds for local chapter growth. Enhanced processes and strategies for cultivating this effort will greatly increase our chances of reaching our 250 chapter goal.

Action Item 1: Create flyers to disseminate at every presentation of *The Men's Program* highlighting how to start a chapter.

Action Item 2: Use a sign-in-Sheet or evaluation form at every presentation along the Tour to capture interest in chapter formation.

Action Item 3: Post additional information on the website regarding starting a chapter, suggestions, advice, procedures, sample forms, etc.

Goal 2: Present The Men's Program to any college campus that requests a presentation

Action Item 1: Maintain a master calendar of presentation dates and locations. Regularly post on the website.

Action Item 2: Always accommodate a request either with RV Tour staff or coordinating a presentation team from a local One in Four chapter.

Action Item 3:

Goal 3: Train and support chapter advisors who seek to challenge and support their local 1-in-4 chapters to achieve the greatest possible impact

Action Item 1: Maintain an updated roster of 1in4 chapter advisors.

Action Item 2: Add each advisor and/or responsible University administrator to our newsletter mailing list. Periodically, the ED will send them advisor specific communications w/ tips for supporting their local chapter.

Action Item 3: Succession plans should be in place annually for chapter officers to ensure continued success.

Action Item 4: Ensure every chapter has updated scripts and copies of the videos at the beginning each academic year.

Action Item 5: Knowing that a strong advisor translates into a strong 1-in-4 chapter, the President and ED will strive to train advisors at conferences, one-on-one, and via ongoing information and support.

Fundraising & Development

Our daily operations greatly rely on private donations, RV Tour revenue, corporate donations, private foundation support, and the successful awarding of state and federal grants.

Goal 1: Increase our supporter base through personal solicitations

Action Item 1: Each member of the RV Tour must develop and execute a substantial fundraising plan. Efforts should include solicitation letters to family and friends.

Action Item 2: Annual "One and Four" financial participation is encouraged from 100% of the Board of Directors.

Action Item 3: One in Four will host a minimum of 1 fundraising event annually.

Goal 2: Continually pursue alternative means of funding

Action Item 1: Partner with grant writers to apply for foundation and government grants paid through the awarding of said grants

Action Item 2: Increase our capacity for identifying and applying for corporate sponsorships

Action Item 3: Continually solicit companies for donations and gifts-in-kind to aid in the Tour (E.g. gas cards, hotel lodging, RV vehicles, food, etc.)

Goal 3: Strategically enhance our Public Relations efforts

Action Item 1: Hire/train an intern to send out press releases to the cities/campuses where the RV Tour will be presenting.

Action Item 2: Actively pursue opportunities for placement within the mass media (E.g. magazine articles, TV news stories, etc.)

