

November 28, 2012

To: Brooke Jones, Breast Cancer Warrior Foundation Founder  
From: Austin Foster  
Re: Breast Cancer Warrior Foundation Quantitative Research Analysis

Thank you for the opportunity to conduct and examine all facts of research for the Breast Cancer Warrior Foundation (BCWF). I am pleased to provide you with confidential research analysis and assessment to further help you understand your target demographic.

The Breast Cancer Warrior Foundation is dedicated to saving lives through clinical trials. It is a knowledge base, as well as a support system for thousands of people who suffer from breast cancer. The Breast Cancer Warrior Foundation is about getting information out to as many people as possible. BCWF is devoted to finding a cure for breast cancer, and until then, it will serve as a network of information and encouragement for those affected by breast cancer.

The assignment you have given us is to conduct research to find out where people are lacking in their knowledge about breast cancer and clinical trials. We decided the best option would be to conduct primary quantitative research, through an online survey, so that you can get to know the target demographic and how to reach them in the most effective and efficient way. We coded the research results from our survey into useful information so that BCWF can strategically get messages out to those who are not aware of clinical trials.

## **Research**

- The survey reached 316 students and non-students. The topic was breast cancer, with a highlight on clinical trials. This survey was seeking to gain information on how many people know about clinical trails and what they know.
- The survey was also made to discover a lot about the type of people taking the survey, for example: how old they are, if they are male or female, if they have ever had or have breast cancer, if they know about clinical trails, how they found out about clinical trails, if they know anyone who has had breast cancer, and many other useful pieces of information for BCWF to better serve as well as increase their target demographic.

## **Results**

- What we found out through the examination of this research is that: of the 316 people who answered yes or no to being aware that clinical trails exist, 62% of males answered yes, 38% no, and 62% of females answered yes, 38% no. Of the percentage of those polled and those who were diagnosed, 12.5% didn't know what clinical trials were. Of the people who knew someone diagnosed, 38% didn't know what clinical trials were.
- The responses to this last question were critical and somewhat of a surprise. The Breast Cancer Warrior Foundation along with our group was projecting that people didn't want to participate in breast cancer clinical trails. What we discovered through our survey was shocking. 38% of people who knew someone diagnosed with breast cancer didn't even know what clinical trails were, and 12.5% of people diagnosed with breast cancer didn't know either. BCWF can make a difference here by spreading awareness about clinical

trials. This is an area for improvement by getting the message out to diagnose and non-diagnosed people about clinical trials, and reducing the percentage of people who don't know what clinical trials are.

- If you had breast cancer would you consider participating in a clinical trial?  
Of the people 30 years and younger, 73.3% answered yes. People 31-49 years, 77.4% answered yes. People 50-65 years, 91.5% answered yes. Finally, people 66 and over, 78.4% answered yes. The average from the total is approximately 78.4% yes.
- The results to this question were also quite surprising. Our group, along with BCWF, thought that people would be hesitant. This is a great surprise because that means with increasing the information on how and where to participate in clinical trials, BCWF should see the number of people participating in clinical trials increase as well, which is the main goal.

### **Recommendations**

With the goals of expanding awareness in clinical trials, expanding breast cancer awareness in general, increasing incoming donations, building the BCWF brand, and increasing sales in BCWF merchandise, we are proposing the following action program:

- Start local. Build a solid foundation in Eugene, then Oregon, then the Pacific Northwest, and finally work on expanding nationally. It will be easier to gain awareness about BCWF when there is a strong support system at the core of the foundation.
- Increase use of social media such as Twitter and Facebook. Polish and edit current website. Both of these recommendations can help increase exposure for BCWF.
- Plan ahead. Start planning fundraisers for next year now. This will give your supporters more time to spread the word, as well as give the foundation more time to plan events, and coordinate the ins-and-outs of the fundraiser in order to ensure that event runs smoothly.

Our group wanted to thank you for choosing us to conduct your research. We know that this is a hard economic time for every business owner, especially for non-profits. I am available to discuss these recommendations or any part of this memo with you in more detail at your convenience. Thank you for your thoughtful consideration of this action plan.