




2022-2025


Three-Year **Strategic Plan**



afsp.org



American
Foundation
for Suicide
Prevention



**Save Lives &
Bring Hope to
Those Affected
By Suicide**

Executive Summary

The new three-year strategic plan was developed by listening to all voices within the organization, and articulates five goals and 25 key strategies that the American Foundation for Suicide Prevention (AFSP) will accomplish over the course of the plan.

It builds on progress AFSP made in implementing the previous plan and identifies critical issues to concentrate on over the next 3 years, which are represented throughout the plan, including:

- Importance of diversity
- Technology as an organization-wide enabler
- Partnerships and collaborations
- Use of data to better measure impact
- Strengthening AFSP's chapters

Within the plan there is a major focus on Research, Programs and Advocacy, and on implementation of Project 2025, a bold, targeted initiative aimed at reducing the U.S. suicide rate 20% by 2025.

AFSP will be relentless in its efforts to achieve the outcomes outlined in this strategic plan and will do everything it can to advance its mission to save lives and bring hope to those affected by suicide.





Goal 1

Accelerate progress in suicide **research** by driving discovery & innovation

Strategies

- Increase total funding for research and targeted funding for:
 - Underrepresented populations
 - Implementation science
 - Loss survivors
- Attract new and diverse talent into suicide research, including researchers from underrepresented populations
- Identify key research questions and increase the focus on priority research
- Partner with federal and other funders to increase support for research priorities
- Provide training and support to researchers to improve research quality
- Communicate research findings to the public and end users to increase knowledge and awareness





Goal 2

Engage interested parties
and the **public** in **education**,
advocacy & **action**

Strategies

- Leverage and galvanize current political will (nationally and through chapters) to increase impact on Federal & State legislation and policies
- Execute public policy priorities and establish impact measurements
- Execute a comprehensive communications and marketing strategy, nationally and through chapters
- Expand reach and maximize impact by:
 - Engaging interested parties and public through compelling storytelling
 - Leveraging and mobilizing key influencers and others to amplify voices
 - Supporting needs of, and elevating voices in, underrepresented communities
 - Engaging new and existing strategic partnerships
 - Working with media and entertainment to change culture





Goal 3

Strengthen **AFSP's capabilities**
to realize the mission

Strategies

- Enhance workforce diversity and skill for equity and inclusion
- Develop and implement a staff structure and organizational culture that assures AFSP's future success
- Prioritize and leverage technology as an enabler for staff and the work of AFSP
- Increase investment in chapters to develop and implement a structure to better deliver on the mission
- Generate and maximize revenue to carry out the mission





Goal 4

Engage people with
evidence-informed **programs**

Strategies

- Deliver programs virtually and in person to impact the general population and more targeted groups
- Escalate reach and active collaboration with diverse communities
- Establish strategic partnerships
- Measure and communicate impact of programs
- Increase active collaboration with employers and reach more people at work with programs





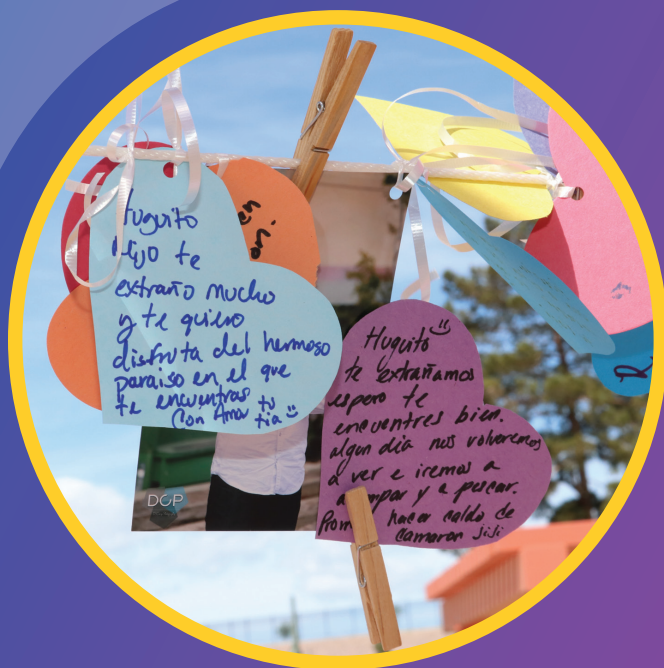
Goal 5

Catalyze a reduction in the suicide rate through implementation of **Project 2025**

Strategies

- Leverage strategic partnerships to maximize implementation in the four areas
- Engage and support chapters to expand the reach of P2025 programs
- Identify and leverage metrics to measure and communicate impact
- Integrate organization-wide support to execute Project 2025 plans
- Craft strategies to adapt and sustain the concept of Project 2025 after 2025





**Learn more
about our
lifesaving work
at afsp.org**



