Strategic Plan Top Line

OBJECTIVE: As Swim Across America begins its 35th Anniversary in 2022, the organization is sharing our Strategic Priorities. SAAs charity swim model is at the forefront of funding cancer research, clinical trials, and patient programs. We are among the thought leader charities associated with water and we desire to strengthen our leadership and impact for the cancer community. *Hope has no finish line.*

STRATEGIC PRIORITIES:

SAFETY: Recognizing that safety is paramount to hosting open water and pool swims, SAA will invest resources to focus on:
- Safety Policies, Requirements and Protocols
- Training and Communication
- Hiring Outside Services (as needed)
- Limit Liability and Risk (smart risk that doesn’t put our mission at peril)

PEOPLE: Recognizing that people drive our mission, we will invest resources to focus on:
- Appropriate National Staffing
- Recruitment and Training (Event Directors and Committees)
- Foster Community and Education
  - Encourage participation and attendance beyond a single swim
  - Host SAA Summit
- Improve Operational Efficiency
- Develop Succession Planning (Board, National and Local)
- Embrace Diversity and Inclusion (Participants, Volunteers, Beneficiaries, Local Impact)

COMMUNICATION: Recognizing communication that supports the good work of SAA and our people is vital, we will invest resources to focus on:
- Brand Integrity, Message, and Impact
- External Communication beyond current SAA Community
  - Wavemakers
  - A Resource on Cancer Education and Awareness
- Marketing and promotion that will welcome new participants and volunteers to the SAA family

FUNDRAISING: Recognizing our ability to generate revenue supports our model and ability to make grants, we will invest resources to focus on:
- Open Water Swims Review and Development
- Develop Pool Model Program
- The SAA MyWay Virtual Program
- Review and strengthen relationship with beneficiaries/grants
- Broaden Corporate Support
- Charity Benefactor Strategic Partnerships (i.e. Value Based Cancer Summit)