



VISION: A VIRGINIA WITHOUT CANCER

**STRATEGIC PLAN
2024-2027**

CANCER ACTION COALITION OF VIRGINIA

MISSION: The mission of the Cancer Action Coalition of Virginia (CACV) is to reduce the burden of cancer for all persons living in Virginia utilizing the [Virginia Cancer Plan](#) to provide a forum for collaboration, education, and advocacy.

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GOAL 1 | CANCER PLAN PRIORITIZATION

CACV has demonstrated measurable progress on Virginia Cancer Plan (VCP) goals and identified opportunities for improvement.

GOAL 1 STRATEGIES

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| 1. Enhance our access to and use of reputable data to help with prioritization. | 2. Obtain information on relevant work pertaining to the VCP to eliminate duplication and foster alignment. |
| 3. Use data and information to prioritize initiatives to meet goals and objectives of the VCP. | 4. Regularly measure and evaluate outcomes from the work. |

GOAL 2 | MEMBERSHIP

CACV has a growing, diverse, engaged member population from all stakeholder categories and the entire region.

GOAL 2 STRATEGIES

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| 1. Empower existing members to grow membership with nontraditional members (e.g., churches, non-cancer medical organizations, businesses) at the community level. | 2. Recognize and address specific goals and objectives within the VCP that align with non-traditional partner values. |
| 3. Monitor current membership tiers to maximize member reach. | 4. Require membership in CACV to enable service on task forces and committees. |

GOAL 3 | OPERATIONS

CACV has a clear, consistent infrastructure that allows for productivity, supports continuity and delivers volunteer satisfaction.

GOAL 3 STRATEGIES

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| 1. Consider how to define our departments (roundtables, task forces, etc) which lead to membership and activation. | 2. Consider the staffing needs, both volunteer and paid, of VCP implementation teams, utilizing internal and external data. |
| 3. Create consistency and clarity in the direction and organization of all work groups. | |

GOAL 4 | MEETINGS/CONFERENCES/EVENTS

CACV informs and mobilizes a diverse audience with impactful content and generates growth through its meetings, conferences, and events.

GOAL 4 STRATEGIES

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| 1. Continue to extend access to diverse audiences to our meetings, conferences, and events. | 2. Continually seek ways to add capacity and increase impact of meetings and events. |
| 3. Continue development of impactful meetings, conferences, and events. | 4. Include one meeting per year that includes pediatrics or includes speakers who speak to pediatrics, regardless of the meeting theme. |
| 5. Define and reinforce CACV's positioning as a driver of the VCP in all events and meetings. | 6. Continue to enhance networking activities at all CACV events. |

GOAL 5 | MARKETING & COMMUNICATIONS

CACV has a clear value equation that is communicated effectively to all its stakeholders and audiences.

GOAL 5 STRATEGIES

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| 1. Develop clear and consistent messaging, including talking points. | 2. Identify key audiences and develop tailored communication plans for each audience. |
| 3. Develop the infrastructure (staff, vendors, etc) to execute communications to each targeted audience. | 4. Integrate health equity as an underlying theme of all communication and programs. |
| 5. Move forward with the concept of CACV as an empowering driver and convener of all those interested in making Virginia cancer free. | |

GOAL 6 | RESOURCES: HUMAN & FINANCIAL

CACV has strong leadership, diverse revenue sources and sufficient human resources to execute its goals.

GOAL 6 STRATEGIES

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| 1. Attract diverse, knowledgeable, and committed members to CACV. | 2. Mentor potential leaders. |
| 3. Empower the nominating committee to enhance processes for recruiting strong and diverse leaders from the membership. | 4. Maintain existing funding. |
| 5. Identify new and diverse funding sources. | 6. Secure funding to be able to hire and maintain staff, build reserves and meet the obligations of the organization. |



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