Vision	Bag It is first in mind when a cancer diagnosis is given.

Mission	To educate, support, and empower those impacted by cancer.

bag it
Be Informed. Be Empowered.
Manténgase informado y capacitado

Strategic Themes	Financial Sustainability	Advocacy	Positive Brand Awareness
Strategic Results	Diverse funding sources are established & secured to support Bag It activities.	Individuals affected by cancer are equipped to confidently advocate for themselves and/or others through engagement and resources.	Bag It has expanded its partnerships, increased nationwide distribution and visibility, and strengthened its role as a leading advocate and voice within the cancer community.

1/2026 – 6/2028
Strategy Map

Strategic Objectives & Strategy Map

Stakeholder Value
- Optimize advocates from Escape to THRIVE
- Expand market reach
- Increase awareness among public & healthcare providers

Financial Stewardship
- Diversify funding sources
- Improve resource cost effectiveness

Internal Processes
- Strengthen external communications
- Grow & strengthen partnerships
- Evolve service offerings
- Increase expert recognition

Organizational Capacity
- Grow & retain staff capacity & expertise
- Improve use of tools & technology
- Enhance structure & practices
- Enhance board engagement

1/13

Measures	Targets	Activities FY26
# warm leads by E2T alumni	3/year	-Create Escape to THRIVE ambassador expectations. -Convert existing leads & identify new. -Reconnect with customers. -Connect with local & national orgs. -Participate in national conferences.
% HCPS distributing bags	10% (4 new)	
% Bags distributed	30% increase	
% people exposed to Bag It	10% increase	
% revenue share by source	Not >40%	-Seek national & state specific grants. -Research strategies for donor giving. -Monitor cancer specific bag distribution to leverage sponsorships. -Monitor storage and assembly costs. -Monitor changes in supply/shipping $.
$ reserve fund	25% operating	
NPS (net promotor score)	90%	-Gather testimonials & photos. -Create a marketing plan. -Create journey maps. -Regular review of Bag It materials. -Participate in research project.
% Bag It newsletter opened	35%	
# CS Bag offerings	1 new/year	
# dissemination products	1/year	
Team retention rate	75%	-Succession planning. -Update donor database (CRM). -Institutionalize surveys for CQI. -Assess/update P&Ps. -Board provides leads & mission moments.
% automated workflows	Est baseline	
% surveys implemented	100%	
# warm leads provided	2/board mbr	

Core Values	Advocacy ◆ Education ◆ Inclusion ◆ Integrity ◆ Quality of Life