



STRATEGIC PATHWAYS 2020-2023

MISSION

SCCADVASA serves as the collective voice promoting the prevention of domestic violence and sexual assault in South Carolina.

VISION

A South Carolina free from domestic violence and sexual assault.

STRATEGIC POSITIONING:
Advance our work in Prevention, Advocacy, Collaboration, and Education (PACE) in the following ways:

Widening Pathways to Engagement

- Convene strategic membership conversations for ongoing clarity of role and mission.
- Deepen and diversify community engagement.
- Develop and implement strategic marketing and communications plan that aligns stakeholder interests with coalition objectives.
- Build fund development strategies that do not compete with our members.

Widening Pathways to Resources

- Design and deliver a "SCCADVASA University" (Catalog, curriculum, schedule, faculty, etc.).
- De-silo our staff to execute strategy as a cross-functional team.
- Create coalition-wide synergies to expand capacity building (train the trainer, outsourcing, leveraging member assets, etc.).

Widening Pathways to Change

- Launch strategic public relations campaign to generate public awareness of issues and inspire action toward a shared vision.
- Leverage common ground among stakeholders to amplify collective voice.
- Expand grant development centered on prevention strategies.
- Advance advocacy platform centered on prevention strategies and systems change.