

Strategic Plan 2026 to 2029

To our members:

Welcome. We invite you to read this Strategic Plan developed by your Board of Directors as both a guide and roadmap for the future. The objectives will remain as written and approved, with additional suggestions and deliverables added regularly.

While preparing this Strategic Plan, we have endeavored to educate ourselves and develop policies and practices that will grow this Association and find us more welcoming to the many under-represented quilters. This is a time for CQA/ACC's membership to be more diverse, reflecting the general Canadian population and quilters from all regions and all age groups.

Our Mission

The CQA/ACC mission is to promote and celebrate quilting and Canadian quilters by preserving the traditions of those who have come before us while looking to new and creative ways to enhance quilting for the present and future. The creativity of quilting in Canada continues to evolve as new techniques combine with the traditional. CQA/ACC is dedicated to preserving the traditions of quilting, supporting current trends in quilt making and providing a forum for Canadian quilters of all ages and levels to share and learn about the Canadian quilting scene.

Our Aims and Objectives

A dynamic, inclusive and national quilting community in Canada, where quilters of all ages, backgrounds and levels are engaged, inspired, connected and empowered — preserving heritage, embracing innovation, and elevating Canadian quilting on the world stage.

Key Strategic Themes / Drivers

- Inclusion, diversity, equity and reconciliation in geographic, cultural, and generational groupings.
- Engagement of younger/newer quilters and broadening membership.
- Digital/virtual opportunities.
- Strengthening national identity and reach.
- Supporting innovation in quilting (design, techniques, materials).
- Enhancing member value, education and professional development.

Strategic Objective #1: **Communication**

To develop plans to improve communication with quilters from all geographic regions of Canada, in all genres of quilting, at all skill levels and inclusive of all peoples of Canada.

Objective	Deliverable	Responsible Director	Update
Provide resources for younger or newer quilters	Provide identification for professionals and shops that offer classes for youth or beginners	Executive Director Membership Director	
Improve retention of existing members and re-engage lapsed members	Reach out to those members, individual and member-guilds who do not renew to get insight as to reasons behind not continuing as a member	Membership Director	
Give visibility to Shop Members	Create a listing of shops in the magazine	Executive Director Magazine Editor	Shops are listed in the summer issue of the magazine
Increase French content	<p>Make sure all forms on the website are translated into French</p> <p>Provide instructions for any quilt-a-longs or patterns in both English and in French</p> <p>Increase the number of articles translated into French in the magazine</p>	<p>Executive Director Vice President</p> <p>Membership Director</p> <p>Magazine Editor</p>	Carole will check with Technicalities Plus on the feasibility of using a translation tool

Strategic Objective #2: **Growth**

To develop and execute plans for growth in membership, volunteers with expertise in a variety of areas, revenue and in our involvement with the quilting community.

Objective	Deliverable	Responsible Director	Update
Attract younger demographic and beginner quilters to membership	<p>Create connections with 4-H clubs across Canada.</p> <p>Contact school boards to connect with schools who offer home-ec type classes</p> <p>Connect with Boy Scouts, Girl Guides and Boys and Girls clubs</p> <p>Teach a beginner quilting class on zoom for youth</p> <p>Start a list of groups with younger makers</p>	<p>All Board Members</p> <p>All Board Members</p> <p>All Board Members</p>	
<p>Improve the membership experience</p> <p>Enhancing the Members Only Studio</p>	<p>Promote the CQA/ACC website on Social Media platforms</p> <p>Create periodic zoom for people to share their projects</p> <p>Free patterns</p> <p>Member only quilt alongs</p> <p>Meet and greet at quilt Canada</p> <p>Share a few webinar presentations free to members</p> <p>How-to videos on techniques provided by shops</p>	<p>More detailed strategy is required</p> <p>Vice President President</p> <p>All Board Members</p> <p>Membership Director</p> <p>Executive Director</p> <p>Magazine Editor Social Media</p>	<p>2026 budget will provide \$10,000</p> <p>Look at possibly a meet and greet on Thursday morning 8:30-9:30 at Quilt Canada</p> <p>Try one and see if it increases membership or viewership of the webinars</p>

Promote benefits of CQA/ACC membership	<p>Create a membership drive through guilds or sewing groups</p> <p>Create a promotional package to be utilized by Regional Representatives</p>	<p>Regional Representatives</p> <p>Membership Director</p> <p>Executive Director</p>	

Strategic Objective #3: **Education**

To use our resources – people, website, social media, magazine – to educate ourselves and our members and the greater quilting world about all aspects of quilting, and quilters, in Canada, and developing policies and practices that address issues of equity, inclusivity and diversity.

Suggestion	Deliverable	Responsible Director	Update
Develop lists of resources and quilters that can be used by our members to enhance their understanding of diversity and inclusivity in our Canadian quilting organizations	Develop a resource list of websites, books, articles, quilters and fibre artists for reference by our members Update resource list continually as information becomes available	Board of Directors Regional Representatives	
Revamp Quilt Judge Certification Program (QJCP)	Develop an updated program for the QJCP	President Past President Executive Director QJCP Consultants	2025-11-05 – currently seeking estimates for time to develop an updated program
Create some resources for guilds	Have a zoom session for guild presidents to share ideas Provide a bursary to the guild for education Develop guild-toolkits for local quilt guilds: promotional materials, guidelines for hosting events, digital templates.	President President Secretary Regional Reps	\$500 budget item

Strategic Objective #4 - Quilt Canada Conference

Suggestions	Deliverables	Responsible Director	Update
Promote a more diverse faculty at upcoming Quilt Canada convention	Utilize the list that is being developed of a diverse group of quilting professionals to invite them to take part as future Quilt Canada teachers	Vice President President	
Designated charity program at Quilt Canada Events	Continue present partnerships with Quilts of Valour and Quilts for Survivors Consider other charities when presented	Executive Director Vice President President	Free booth provided to one organization at each Quilt Canada
Add an additional benefit for members	Offer a small discount at Quilt Canada to members	Executive Director	A discount will be offered for entry fee to members for QC 2026 for the first 2 weeks of registration

Strategic Objective #5 - National Juried Show

Suggestions	Deliverables	Responsible Director	Update
Keep NJS Procedures and Call For Entry documents current	Update NJS Call for Entry every year	President Past President Executive Director	July 2025 – NJS call for entry document was updated based on comments from QC NJS 2025 in Toronto
Review NJS jury procedures	Bring back jury comments to all NJS Entrants	Executive Director President Past President	Will be launched for QC 2027
Increase visibility of the NJS at Quilt Canada	Strategic Placement of the NJS	Executive Director	Pending Space and layout in the facility