

A VISION FOR THE FUTURE OF AMERICAN SAILING

The 2025–2028 Strategic Plan is anchored in a mission to “Grow American sailing and achieve Olympic excellence through education, competition, and community.” Its foundation is built on US Sailing’s core values—Serve with Purpose, Act with Integrity, Inspire Connection, and Lead Together—principles shared across every corner of the sailing community.

At the heart of the plan are three strategic pillars:



Drive Operational Excellence

Strengthen organizational capacity and financial stability to deliver excellence across programs, services and stakeholder engagement.

01



Inspire the Sailing Community

Attract and engage the sailing community through meaningful experiences that inspire participation, connection and lifelong engagement.

02



Succeed on the World Stage

Leverage the United States’ strengths to develop a continuous pipeline of world-class athletes, driving greater international success with momentum toward consistent elite performance.

03

Strategies to Achieve Lasting Impact

To bring the plan to life, US Sailing will focus on:

- **Modernizing** member experiences and expanding digital learning and training tools
- **Deepening partnerships** with clubs, classes, and community organizations
- **Strengthening the national athlete pipeline** through collaboration across the high-performance ecosystem
- **Empowering** Team USA at the LA28 Olympic Games
- **Investing** in technology and organizational capacity to support efficient, high-quality service delivery