



FRIENDS
of the HENNEPIN
COUNTY LIBRARY

2020-2024 STRATEGIC PLAN

VISION

Together, FHCL and HCL envision a library that ensures every person has the opportunity and resources to read, graduate, engage, work and learn.

MISSION

As Hennepin County Library's fundraising partner, FHCL builds awareness, appreciation and support for our world-class library.

CORE VALUES

GENEROSITY
STEWARDSHIP
CURIOSITY
INCLUSION
FRIENDSHIP

KEY DRIVERS

STORYTELLING

Expanding storytelling capacity and role as content curators to highlight the value libraries bring to individuals and the entire community.

CONVENING & CONNECTING

Reaching out beyond traditional boundaries to engage with various audiences, connecting them to the library's story and each other.

INNOVATING

Leveraging private support to fund innovation and unconventional approaches to service, lifting the library to its utmost potential.

EXCELLENCE IN PHILANTHROPY

Aspiring to become THE donor experience organization.

A DIVERSE AND INCLUSIVE CULTURE OF PHILANTHROPY

Bringing forth a culture of inclusivity, diversity, equity and accessibility across all levels of the organization.

INFRASTRUCTURE INVESTMENTS

Leveraging current growth mindset and recent investment returns to accelerate future library support.

MARKET POTENTIAL

Significantly growing membership and annual giving to the library, commensurate with the library's scale and reputation.

KEY GOALS

GOAL

1

Increase awareness and grow appreciation for Hennepin County Library

Storytelling

Expand storytelling to meaningfully express the depth and breadth of the library's mission, work and value.

The Friend Journey

Establish a deep, personal understanding of a Friend's "journey" that follows the relational evolution between the donor and FHCL.

Audience, Branding and Messaging Alignment

Anchor all communications in strategic audience segmentation findings.

Marketing Channel Expansion

Strengthen and develop marketing channels to enhance "follow-ship" from a broader range of audiences.

Presence in 41 Libraries and Beyond

Expand on-the-ground presence to reach into all libraries and fully support local Friends chapters in their roles as library champions.

GOAL

2

Increase financial resources to Hennepin County Library

The Donor Journey

Gain a comprehensive understanding of a donor's "journey" to build deep, engaging relationships that unlock the philanthropist in all.

Best Practices in Fundraising

Utilize best practices across the for-profit and nonprofit sectors to craft data-driven strategies that maximize return on investment.

Revenue Growth Across Streams

Grow contributions across giving levels, commensurate with the library's scale and reputation.

Meaningful Stewardship

Create personal communications to celebrate individual milestones and highlight the donor's profound impact on the community.

Contagious, Distinctive Philanthropy

When people say... you have to give to this place because the experience is so wonderful.

GOAL

3

Bring forth a culture of inclusion, diversity, equity and accessibility across all levels of the organization

Striving for Inclusivity

Include voices from populations served by the library to reflect the diversity of stakeholders, tapping into new energies and ideas.

Diverse Perspectives

Include a full range of perspectives and experiences in organizational decision-making.

Building Equity

Support library resources and initiatives aimed at combating structural racism; continually push ourselves to be better allies to one another; celebrate our library as a convening organization for all of us to gather.

Accessibility for All

Enhance cultural competency of board and staff to break down barriers for engaging with the library and Friends.

GOAL

4

Invest in FHCL infrastructure

Local Friends

Bring forth one Friends funding model to financially support ALL 41 libraries and support local Friends chapters in their role as library champions.

Investing in Areas with Strong Rate of Return

Maximize net revenue by investing in long-term strategies that result in the greatest increase in net assets.

Thinking Broadly

Think outside traditional boundaries to grow library support to its greatest potential.

Staff Professional Development

Invest in training and development, empowering staff to learn, grow and propel FHCL forward.

Board Composition

Closely align board candidate recruitment with the key goals of the FHCL strategic plan.