2017–2019 Strategic Plan

VISION
Together, Friends of the Hennepin County Library and Hennepin County Library envision a library that ensures every person has the opportunity and resources to read, engage, graduate, work, and learn.

MISSION
Friends of the Hennepin County Library is the fundraising partner of Hennepin County Library and builds awareness, appreciation and support for our world-class library.

Goal 1
Increase awareness of Hennepin County Library programs and services

In partnership with the Library, create a strategic framework to support the Library’s audience development goals

Expand awareness and understanding of the many benefits available to Hennepin County Library patrons

Empower champions of Hennepin County Library including, but not limited to, FHCL Board of Directors and local Friends chapters with the tools and messages to be effective ambassadors of the Library

Goal 2
Grow appreciation of HCL as the institution offering free and open access to resources, programming and support in all communities across the county

Champion the benefits of a robust Library system and its unique role in a strong and growing community

Inform/engage stakeholders and community influencers who can advocate for policies that support the long-term health of the Library

Elevate the profile of Hennepin County Library as a vital player in economic and community development and in addressing dynamic civic challenges

Enrich communications with powerful and inspirational storytelling that celebrates the impact of the Library on lives in Hennepin County

Goal 3
Increase financial resources to support Hennepin County Library

In partnership with the Library, identify priority initiatives/areas requiring significant private investment to deepen the Library's impact and improve long-term community outcomes

Create innovative funding opportunities that align with donor investment preferences and provide HCL resources essential to financial sustainability & long-term success (opportunity fund, endowment, planned giving)

Build and grow a dynamic membership program that strengthens the bond between the Library and its investors

Highlight impact of donor support on vital Library services & programming

Goal 4
Invest in FHCL internal structure for maximum external impact

Align staff development with strategic plan goals

Invest in systems and resources to enhance organizational capacity

Align board composition to support the new strategic plan

Assure a diverse and inclusive board