



## 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**