

Fundraising

Raise \$10 million through the “Transform Our Libraries, Discover Our Possibilities” capital campaign.

- **Development/Executive:** Secure lead gifts through personal appeals and raise \$4 million.
- **Development/Executive:** Secure campaign pledges from 100% of current campaign committee and board members.
- **Development:** Strengthen the pipeline of individual and institutional donors through identification, stewardship, and cultivation.
- **Communications:** Create campaign messaging and collateral to support the quiet phase and prepare for public launch.
- **Finance & Administration:** Create campaign accounting procedures, grants management, and reporting.
- **Executive:** Champion campaign engagement among all staff.

Increase annual fundraising efforts to support library priorities of innovation; children, youth, and family engagement; and digital equity and economic inclusion.

- **Development:** Continue to evaluate and refine current fundraising practices, materials, and systems.
- **Development:** Work collaboratively across departments and with the board to strengthen the culture of philanthropy within the organization.
- **Development:** Partner with Library staff in securing new and increased funding in support of Library-identified fundraising priorities, including the Saint Paul Collection and Mobile Library.

Create an inclusive donor community by practicing the principles of Community-Centric Fundraising.

- **Development/Communications:** Create a plan for Friends presence in the libraries.
- **Development:** Relaunch the Northeast Quadrant Project to engage new audiences in Saint Paul neighborhoods where The Friends has historically not had a presence.
- **Development:** Embody the value of belonging in all we do – from grant narratives to donor cultivation practices to event planning.

Advocacy

Advocate for maximum government investment for library spaces and library services.

- **Executive:** Activate community advocacy in support of Hayden Heights and Riverview library funding in the 2024 state bonding bill.
- **Executive:** Redesign and implement the city advocacy calendar to be timelier and more effective.

Lead efforts that deepen awareness, understanding, and value for public libraries across public and private sectors.

- **Executive/Programs & Services/Communications:** Steward state appropriation with gratitude, engagement, and information sharing by connecting elected officials with Center for the Book programs.
- **Executive:** Cultivate library champions among city council members.
- **Programs & Services:** Increase board and staff engagement with Library Strategies.

- **Development:** Create a practice that highlights the impact of library programs for foundation program officers and individual donors and invite them into library spaces.

Activate Saint Paul residents to visit their libraries regularly.

- **Communications:** Create library passport program.
- **Executive:** Hold 25% of all board activity in libraries.
- **Programs & Services:** Invest in programming to draw audiences to library locations.

Programming

Connect readers with diverse Minnesota storytellers at libraries and schools.

- **Programs & Services:** Respond to the needs of regional libraries through touring programs, a new school network, and exploration of Early Literacy program model.

Support a diverse literary community by amplifying storytellers and encouraging new work.

- **Programs & Services:** Establish partnerships with writing groups that foster emerging writers for school and library appearances.
- **Programs & Services:** Pilot school-age programming in greater Minnesota using Young Author Conference model.

Provide services to libraries so we all can better serve our communities.

- **Programs & Services:** Examine and refresh community engagement strategies to increase equity and inclusion.
- **Programs & Services:** Develop scaled training, assessment, and planning models to serve more libraries.
- **Programs & Services:** Formalize consultant development and recruitment.
- **Finance & Administration:** Enhance analysis and administrative support of Library Strategies.

Resource Management

Implement policies & practices to ensure sustainability and align operational and financial management with organizational values.

- **Executive/Leadership Team:** Prioritize strengthening relationships and work processes with Library staff across all departments.
- **Guiding Team:** Create Friends Accessibility Plan.
- **Finance & Administration:** Work with our investment partners on implementation of socially responsible investing.
- **Finance & Administration/Guiding Team:** Develop a vendor inclusion policy.

Support and invest in Friends staff, the people who power our work.

- **Finance & Administration/Communications:** Steward key components of the Talent Management Plan including hiring, onboarding, professional development, and position descriptions.
- **Guiding Team:** Continue investment in all-staff DEI training and resources.
- **Finance & Administration:** Ensure that Friends technology helps staff members accomplish work and connect with one another.

Secure an accessible, welcoming office space that supports our operations and culture.

- **Finance & Administration:** Identify a new office home, sign a lease, and start a staged move of the office.