



**Strategic Plan: 2024 – 2027**

## Vision

A dynamic library at the heart of every community.

## Mission

The Friends acts as a catalyst for libraries to strengthen and inspire their communities.

## Values

**We believe in libraries.** Library spaces, services, and staff are essential.

**We believe in connection.** We listen and build partnerships to guide our work.

**We believe in learning.** A growth mindset strengthens our capacity to work with curiosity, skill, and compassion.

**We believe in transparency.** Clear and open ways of working and communicating inspire trust and accountability.

**We believe in the power of belonging.** Our work is to welcome every person to participate and contribute to our mission in ways that are personally meaningful.

- Why
- What
- How
- Informed By



As a charitable nonprofit organization that invests in libraries through fundraising, advocacy, and programming, **The Friends is committed to being a diverse, equitable, inclusive, and anti-racist institution.**

## Fundraising

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

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

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

## Advocacy

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

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

**Activate Saint Paul residents** to visit their libraries regularly.

## Programming

**Connect readers with diverse Minnesota storytellers** at libraries and schools.

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

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

## Resource Management

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

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

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