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.
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We believe in the power of belonging.

We believe in connection.

We believe in learning.

We believe in transparency.

Why

What

How

Informed By

Advocacy

Fundraising

Programming
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.