



## **High Plains Library District Foundation**

### **Strategic Plan 2019 - 2024**

#### **Introduction**

The strategic plan of the HPLD Foundation incorporates the ideas of the Foundation Board of Directors, the District, library staff, and external stakeholders concerning the development of the Foundation. Ongoing review and adjustments will ensure that the Foundation's work remains on-task and relevant.

#### **Mission**

The mission of the High Plains Library District Foundation is to build a community of library lovers through increased collaboration, philanthropy, volunteer engagement, awareness and advocacy for the libraries of the High Plains Library District.

#### **Funding Priorities**

- Downtown Greeley Library and Innovation Center
- Capital growth District-wide
- Programs supporting education and literacy among underserved populations (identified in collaboration with HPLD Outreach)
- Writer in Residence and the literary arts
- High-impact District-wide programs (Signature Author Series, Summer Reading Adventure, Teen Tour, etc)

#### **Strategic Focus Areas**

##### **Volunteer Engagement**

##### **Strategy**

Develop a District-wide volunteer program to serve as the basis of a Friends group

##### **Tactics**

Assess current volunteer assets and needs across the District  
Research different structures for Foundations and Friends  
Design volunteer policy, including position design, application process, etc  
Hire Volunteer Coordinator  
Begin District-wide implementation of volunteer engagement strategy  
Train District staff on how to utilize and work with volunteers  
Identify volunteer leadership as potential Friends, start Friends interest meetings  
Connect volunteers across the District through appreciation and training events

## **Awareness**

### **Strategy**

Raise awareness of and advocate for the Foundation, the District, and the importance of libraries

### **Tactics**

Develop a presence in communities across the District, focusing on strategic locations  
Add annual gala in partnership with Erie library to annual event calendar  
Focus on smaller promotional events (festivals, pubs, restaurants, coffee houses, etc)  
Rebrand the Foundation to create a distinct but complimentary identity from the District  
Implement social media strategy and digital marketing plan  
Work with District to create coordinated marketing plan consistent with District branding  
Launch *I Love My Library* campaign, highlighting the extensive impact libraries have on our communities

## **Philanthropy**

### **Strategy**

Prepare the Foundation to move towards major and planned giving by developing an annual fund and a broad, enduring base of supporters

### **Tactics**

Create a clear and compelling case for support  
Develop donor stewardship plan  
Increase donor communication and outcome-oriented reporting through quarterly newsletter  
Add quarterly donor newsletter, highlighting stories of impact  
Build community trust through accountability by pursuing the GuideStar Platinum Seal of Transparency and the Colorado Nonprofit Excellence in Principles & Practices Recognition  
Focus on donor acquisition by growing current events calendar, adding additional annual events outside of Greeley  
Develop moves management strategy

## **Capital Campaigns**

### **Strategy**

Support the development of a Downtown Greeley library and Innovation Center to benefit all of

Weld County and Colorado

**Tactic**

Lead Foundation and District leadership in multi-million dollar capital campaign  
Develop a comprehensive case for support and outcome statement for capital campaigns  
Assess feasibility of campaign, assessing current donor base and testing case for support  
Acquire tax credits for the project, including Enterprise Zone Contribution Project status and Child Care Tax Credit  
Engage community partners in support of the campaign  
Create capital campaign menu, highlighting projects across the District and areas for involvement

**Community Engagement**

**Strategy**

Cultivate relationships with non-profit partners, corporate sponsors, funders, and community stakeholders

**Tactics**

Develop annual sponsorship opportunities and media kit  
Prospect corporate sponsors, focusing on oil and gas, agriculture, and tech industries  
Support Weld County non-profits and further philanthropy county-wide through partnership with the Weld Gives Collaborative  
Continue partnering with Weld County nonprofits on programs and events

**Program Support**

**Strategy**

Continue to expand Foundation programs and Foundation-supported District programs

**Tactics**

Add publishing component to the Writer in Residence program  
Continue to support past residents through consortium, promotion, programming menu, and publishing support  
Explore options to engage diverse populations through the residency and share the wide array of stories in our community  
Secure funds for multi-lingual nursery rhyme books and storytimes  
Identify additional District programs for Foundation support as needed

**Internal Leadership**

**Strategy**

Prepare staff and the board to lead the Foundation towards strategic goals

**Tactics**

Recruit new Foundation board members

Offer board trainings and retreats to position the directors as Foundation ambassadors  
Revive the Foundation's staff liaison program  
Engage District staff in Foundation programs and events  
Develop Foundation presence in the branch libraries  
Develop District-wide procedures for grants management and donation tracking  
Support staff in smaller solicitations and grants, developing an internal understanding of funding processes and empowering them to fundraise  
Consult member libraries on fundraising efforts including grants, campaigns, unique / sizeable gifts, and the use of the Foundation's 501c3 status