

## High Plains Library District Foundation

### STRATEGIC PLAN 2014-2016

**Mission Statement:** Cultivate information, inspiration and entertainment for our communities by raising funds to sustain and create literacy programs, collection development, technology upgrades and capital improvements for our libraries.

#### Introduction

This Strategic Plan incorporates the ideas of the Foundation Board of Trustees and library staff concerning the development of the High Plains Library District Foundation. Ongoing reviews and adjustments will assure that the work remains on-task and relevant.

The library facilities are at the heart of the cultural, intellectual and civic life of the area. At the same time, residents are looking for a variety of materials in all formats and ease of access, and access to various technologies.

Priorities for funding:

- Endowment 30% of undesignated funds will go into endowment every 6 months
- Capital campaigns
- Summer Reading Program
- Early and Adult Literacy
- Special projects funding. Examples include art, children's play items, food or special programs that would not otherwise be purchased through the District's operations budget due to budget constraints or the item is outside the priority list of the District for that year or the amenity may be perceived as better supported by the Foundation than by the District.

The goals, objectives and strategies herein are intended to supplement operating revenues of the District in order to support a high level of library services. Priorities for the next three years are:

Goal #1 Support New Facilities	Tasks	Goal Amount	Date
Riverside Library and Cultural Center	Capital Campaign	\$1,000,000	Q4 2015
Lincoln Park Library	Launch capital campaign		Q1 2015

Goal #2 Diversity and Track Sources of Funding	Tasks	Goal Amount	Date
	Cultivate new donors annually		
	Recognize existing donors annually <ul style="list-style-type: none"> <li>• Create a 2013 annual report</li> <li>• Email/mail to donor database</li> </ul>		Q2 2014
	Develop a Signature Corporate Sponsor		Q2 2015
	Annual contributions to Foundation from 100% of the Board and 10% of the staff (20 people)		
	Improve system to track revenues and expenditures		2014
	Maintain current funding streams: <ul style="list-style-type: none"> <li>• Used book sales</li> <li>• Memorial donations</li> <li>• Goodsearch</li> <li>• Colorado Gives Day (in collaboration with Weld County agencies)</li> <li>• Individual donations</li> <li>• Legacy gifts</li> <li>• Special Events</li> <li>• Grants</li> <li>• Corporate sponsorships</li> </ul>		

Goal #3 Staffing	Tasks	Goal Amount	Date
	Clarify role and responsibility of Staff Liaisons		Q1 2014
	Add 2 staff to HPLD Foundation Board as voting members		Q2 2014
	Hire a Foundation Director <ul style="list-style-type: none"> <li>• Examine staffing budget to determine if dollars are adequate to hire at least 20 hours per week for 2014.</li> <li>• Add full-time Foundation Director position to</li> </ul>		Q3 2014  Q1 2015

	budget		
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Goal #4 Fundraising Events	Task	Goal Amount	Date
	Taste of Art – CP Library Links for Literacy – Eaton Country Club		2014
	Incorporate the two signature events and more events into yearly calendar		2015-16