



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