

# Clearview Library District Friends and Foundation Strategic Plan 2024-2025

## Purpose

Serving as the guide for 2024-2025 to help us achieve our mission, our annual goals, and to grow alongside the Clearview Library District.

## Mission Statement

The core mission of the Foundation shall be to serve as ambassadors for the library within the community, to secure supplemental funding for the Library, and to provide, sponsor, or support programs that align with the Library's mission: "Cultivate Curiosity. Enlighten the Mind. Strengthen the Community."

| Marketing, Communications, and PR                                                                                                                                                                                                                                                                                                                                                                              | Financial Sustainability and Donor Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Community Engagement, Friend Management, and Fundraising                                                                                                                                                                                                                                                                                                                                        | Infrastructure, Governance, and Board Leadership                                                                                                                                                                                                                                                                                                                                                                                  |
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| Effectively communicate our impact, engage our community, and attract support for our initiatives. Develop integrated marketing strategies that leverage a mix of channels and tactics to reach our target audiences effectively. This includes traditional channels such as print materials, events, and direct mail, as well as digital channels such as social media, email marketing, and website content. | Exercise fiduciary responsibility over the organization's finances, ensuring that resources are managed responsibly and in accordance with legal and ethical standards. Manage and diversify revenue streams to build a strong foundation for continued growth and impact in supporting the library which will include strategies such as fundraising, events, individual donations, sponsorships, grants, and planned giving programs. Budget to ensure resources are allocated efficiently and effectively and to assure spending aligns with organizational priorities and library support. | Develop strategies for recruiting and retaining friends, provide value for existing friends, and keep friends and volunteers actively involved with the library and foundation. Build visibility and community involvement to ensure the foundation has a dedicated group of supporters who are committed to advancing our mission and goals while consistently supporting the library as well. | Ensure effective, efficient, and sustainable operation of the board and organization through board members, brand changes, and campaigns. Prioritize establishing and maintaining clear organizational structures and processes to support efficient operations. This includes defining roles and responsibilities, developing policies and procedures, and implementing systems for effective communication and decision-making. |

## Objectives

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| 1) Promote and increase visibility and awareness<br>2) Brand refresh and brand consistency<br>3) Quarterly Newsletter Publication<br>4) Social media upkeep and follower increase | 1) Increase incoming funds annually<br>2) Increase donations<br>3) Increase grant applications and funding<br>4) Manage annual budget | 1) Increase community visibility and awareness<br>2) Increase membership<br>3) Increase in volunteers<br>4) Friend Management<br>5) Volunteer management and appreciation<br>6) Revise and edit friend perks | 1) Update bylaws<br>2) Data management and digitization<br>3) Board and Director Succession Planning<br>4) Formalize document processes and calendars<br>5) Create and publicize annual report<br>6) Develop and implement MOU with CLD |
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## 2024-2025 Key Performance Indicators

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| 1) Social media reach: Monitor the growth in social media followers, likes, shares, and comments across platforms as a measure of increased visibility and engagement.<br>2) Track sales of items with brand and logo to community and assess visibility as such.<br>3) Newsletter open rate: Track the percentage of newsletter recipients who open the email, indicating the effectiveness of subject lines and content in capturing audience attention.<br>4) Click-through rate (CTR): Measure the percentage of newsletter recipients who click on links within the email to access additional content or take desired actions, such as visiting the website or registering for events.<br>5) Follower growth rate: Calculate the percentage increase in social media followers over time, indicating the success of efforts to expand the organization's online community.<br>6) Engagement rate: Measure the average number of likes, comments, shares, and other interactions per social media post, reflecting the level of engagement and interest generated among followers. | 1) Total revenue growth: Measure the percentage increase in total revenue generated annually, including funds from fundraising events, individual donations, sponsorships, grants, and planned giving programs.<br>2) Donation growth rate: Calculate the percentage increase in donations received annually from individual donors, corporate sponsors, and other sources, indicating the success of efforts to attract financial support.<br>3) Number of grant applications submitted: Measure the annual increase in the number of grant applications submitted to foundations, government agencies, and other grant-making organizations.<br>4) Grant funding secured: Track the amount of grant funding awarded annually, indicating the effectiveness of grant writing and proposal development efforts.<br>5) Budget adherence: Compare actual spending to the approved budget on a regular basis to ensure adherence to financial plans and identify any variances requiring corrective action.<br>6) Budget surplus/deficit: Evaluate the financial performance of the organization by monitoring the presence of a surplus or deficit at the end of each fiscal year, adjusting budgetary plans as necessary to maintain financial stability. | 1) Membership growth rate: Track the percentage increase in membership of the Clearview Library District Friends and Foundation annually, reflecting the success of recruitment and retention efforts.<br>2) Member engagement: Assess the level of member engagement through metrics such as event attendance, volunteer participation, and feedback surveys.<br>3) Membership renewal rate: Measure the percentage of existing members who renew their membership annually, indicating satisfaction with the organization and its benefits.<br>4) Outreach events attended: Measure the number of community events and activities where the organization has a presence to raise awareness and visibility.<br>5) Volunteer retention rate: Measure the percentage of volunteers who continue to actively participate and contribute to the organization's efforts over time.<br>6) Friend engagement level: Assess the level of engagement and involvement of friends through metrics such as event attendance, volunteer participation, and feedback surveys.<br>7) Personalized outreach: Monitor the frequency and effectiveness of personalized communication with friends to build relationships, solicit feedback, and express appreciation for their support.<br>8) Volunteer satisfaction surveys: Conduct periodic surveys to assess volunteer satisfaction with their experiences, opportunities for feedback, and suggestions for improvement.<br>9) Volunteer recognition events: Host events or initiatives to recognize and appreciate the contributions of volunteers, celebrating their efforts and fostering a sense of belonging and appreciation.<br>10) Incentive utilization rate: Measure the percentage of friends who utilize the benefits and incentives offered by the organization, identifying areas for improvement or adjustment based on feedback and preferences. | 1) Bylaws review completion: Track the progress of reviewing and updating the organization's bylaws, ensuring alignment with current legal requirements and best practices.<br>2) Data digitization progress: Measure the percentage of organizational documents and records that have been digitized and stored electronically, improving accessibility, efficiency, and security.<br>3) Succession plan development: Monitor the development and implementation of a comprehensive succession plan for board members and executive leadership positions, ensuring continuity and stability in governance.<br>4) Calendar adherence: Monitor adherence to established timelines and deadlines for board meetings, committee meetings, reporting deadlines, and other key activities through a centralized calendar system.<br>5) Annual report completion: Track the completion of the organization's annual report, summarizing achievements, financial performance, and impact over the past year for stakeholders and donors.<br>6) MOU review: Review the Memorandum of Understanding (MOU) with the Clearview Library District (CLD), outlining roles, responsibilities, and expectations for collaboration and partnership annually. |
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## Strategic Plan One Year Goals

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| 1) Complete brand refresh and create and circulate marketing materials in Windsor and Severance.<br>2) Increase Facebook and Instagram followers by 10% >. | 1) Increase incoming donations annually from 10%> from 2023.<br>2) Apply for 3+ grants and receive funding for organization support.<br>3) Create and follow a budget for more streamlined tracking into 2025. | 1) Grow memberships by 10%>.<br>2) 90%> current member renewal.<br>3) Attend all library events (minimum of two board members) and a minimum of two community events for visibility.<br>4) Implement personalized outreach (such as handwritten thank you cards for members).<br>5) Conduct at least one survey from friends and volunteers for input.<br>6) Implement new membership incentive system for friends. | 1) Edit and implement bylaws for compliance and ease of board operations.<br>2) Digitize all F&F documents and file into share drive for ease of access and tracking purposes.<br>3) Update board member training folder for streamlined succession between board members and terms.<br>4) Create a calendar for planning board meetings, committee meeting, report deadlines, and events throughout the year.<br>5) Complete and publish an annual report to the CLD Friends & Foundation site as well as on the CLD site.<br>6) Update MOU and implement it with the library board. |
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