

MPLF Strategic Plan, 2018 - 2022			
Year	Priorities	Target Outcomes	Responsibility
A Grow restricted gifts to increase monetary support for library.			
Year 3	1	Communicate restricted giving choices to donors to maximize donor interest and revenue.	Marketing
	2	Increase annual donor-restricted revenue by 50% for projects and programs.	Donor Development
	3	Work with library to determine needed funds and hone communications system on collecting stories and reporting to donors.	Grants; Marketing
	4	Engage board and community volunteers to build connections to donors, meet expanded funding requirements and be philanthropic towards MPLF.	Board Gov; Development
	5	Measure donor interest in restricted programs based on increased revenue and responses to donor surveys.	Marketing
Year 5	1	Evaluate the impact of increased restricted funding spending in terms of library and patron outcomes.	Executive; Donor Development
	2	Decide on use of long-term restricted categories or decide on new categories based on library needs and donor interests.	Donor Development; Marketing
	3	Measure gain on restricted revenue over 5 years with goal of 100% increase.	Finance
B Improve fundraising in all areas with increased investment in development team to expand money available to the library.			
Year 3	1	Increase recurring gifts (sustainers) by 10% per year over 5 years to improve donor loyalty and staff efficiency.	Donor Development
	2	Develop Foundation & sponsor branding guidelines to share with the library for consistent MPLF recognition.	Marketing
	3	Create an annual schedule of regular communication with planned giving donors and potential donors. Schedule two annual workshops that focus on planned giving topics and evaluate programs and outreach.	Donor Development; Marketing
	4	Evaluate fundraising events to make sure we are doing profitable events that attract and retain donors.	Donor Development
	5	Evaluate fundraising software (Wealth Engine) and its use and function for improving fundraising solicitations.	Donor Development
	6	Assess planned giving communications to see if engagement and commitments increased.	Donor Development
C Build a strategic collaboration with the library to fund innovation, urgent needs and special campaigns.			
Year 3	1	Create a MPLF/MPL process to strategically support funding opportunities that reflect donor and library priorities and recognize MPLF.	Marketing; Donor Development; Grants
	2	Engage in municipal advocacy on behalf of the library and foundation to increase visibility of organization and its role in the community.	Grants; Marketing
	3	Staff and board to participate in library activities, programs and educational sessions to become better storytellers about MPL activities. s annually.	All
	4	Each Committee review its commitments in the strategic plan and report on their successes	All
	5	Review library's strategic lens to assist MPLF in establishing fundraising priorities.	Donor Development, Marketing
	6	Review MCF investment activities and evaluate opportunities to invest cash resources effectively and responsibly.	Finance
	7	Establish streamlined process for grant making and reporting so that MPLF gives away all grant fund dollars each year.	Donor Development; Grants
Year 5	1	Review how five-year priority focus has served/ or not served library.	Executive
	2	Research and decide if endowment fundraising is needed to support long-term priorities for unrestricted money and planned gifts.	Executive; Finance

D Support diversity, equity and inclusion in library and foundation activities through funding and through staff and board engagement.			
Year 3	1	Create opportunities through grants and restricted funds to support programs that focus on equity and inclusion at the library.	Donor Development; Grants
	2	Support involvement in professional educational opportunities for MPLF board and staff that broaden our range of diverse volunteers.	HR; Board Gov/Development; Marketing
	3	Develop opportunities for diverse businesses, organizations and donors to learn about supporting the library.	Marketing; Board Gov/Development
	4	Work to create, engage and retain a diverse board and staff that will continue to focus on equity and inclusion for library.	Board Gov/Development; HR
	5	Develop MPLF events that are inclusive.	Donor Development
Year 5	1	Support library/ MPLF partnerships with other organizations that expand equity and develop relationships that create more inclusion.	Executive; Marketing
E Develop and implement Reindahl Park Library Capital Campaign.			
Year 3 - 5	1	Build a capital campaign team of board, staff and volunteers to represent the neighborhood.	Exec, Board Development
	2	Implement a Feasibility Study to test campaign goals and readiness.	Executive; Donor Development
	3	Work with collaborating partners to establish goals, timing and readiness.	Donor Development; Executive
	4	Use Urban Planner's report in spring 2020 to determine partners, timeline and responsibilities	Executive