

Friends of the Lincoln Public Library Strategic Plan for 2023 – 2025

Mission Statement

The mission of FOLL is to support and promote the Lincoln Public Library.

Visions of the Future

Everyone that we approach in the community is aware of the Lincoln Public Library and uses at least one library program or service.

Five percent of Lincoln area households are FOLL members that support the mission of FOLL. (750 members)

Purpose

The purpose of this organization is to organize and operate a charitable and educational organization which will:

- Maintain an association of persons interested in books and libraries,
- Promote literacy,
- Focus public attention on library services, facilities, and needs,
- Raise monies for the benefit of library programs and collections,
- Encourage gifts of services, books, magazines, desirable collections, endowments, and bequests, and
- Provide community enrichment and outreach programs.

FOLL is non-profit organization registered on 7/11/1986 as a 501(c)3 corporation.

Goals

GOAL 1: Expand community awareness and access to the library.

GOAL 2: Support library's goal to have a robust collection that meets recreational and educational needs of the community.

GOAL 3: Ensure that FOLL is a well-managed, well-funded organization.

GOAL 4: Increase FOLL membership to raise our profile in the community and our influence with City government.

GOAL 5: Have a team of well-trained, committed volunteers.

NOTE: Funding mentioned in this plan is contingent on library request and FOLL Board approval.

GOAL 1: Expand community awareness and access to the library.		
Strategy	Tasks	Timeframe
1-1. Continue FOLL's support of library's outreach and marketing efforts.	<p>1-1a. Provide funding and volunteer support for Read Across Lincoln.</p> <p>1-1b. Provide funds for subscription to Savannah Library Analytics, an analytics-driven targeted marketing software.</p> <p>1-1c. Provide funds and volunteers for school bus tours to library.</p> <p>1-1d. Provide funds and volunteers for other outreach and marketing efforts.</p>	Ongoing
1-2. Continue FOLL's ongoing efforts to promote library.	<p>1-2a. Promote library at community events (e.g., farmer's markets, SCLH Lifestyle Expo, Hometown parades, summer concerts, movies in the park, etc.)</p> <p>1-2b. Network with community and business leaders (e.g., Lincoln Chamber of Commerce, Downtown Lincoln Association, Rotary Club of Lincoln)</p> <p>1-2c. Promote and provide group library tours.</p> <p>1-2d. Highlight library programs and events in FOLL monthly newsletter.</p>	Ongoing
1-3. Reach new audiences in SCLH and Downtown Lincoln (underserved areas).	<p>1-3a. Design a standard presentation.</p> <p>1-3b. Identify and contact SCLH and other groups in the Downtown area who may be interested in a presentation.</p> <p>1-3c. Train a team of volunteers to deliver presentations.</p> <p>1-3d. Make presentations to groups.</p>	Not started
1-4. Support the library's efforts to expand library access in the Downtown Lincoln area.	<p>1-4a. Seek grant for book locker in Downtown Lincoln.</p> <p>1-4b. Explore alternative funding mechanism, if needed.</p>	Ongoing
1-5. Continue supporting the library's expansion of access to its digital collection.	<p>1-5a. Promote library's digital training for seniors.</p> <p>1-5b. Distribute information on library's digital collection at library and community events.</p>	Ongoing

GOAL 2: Support the library's goal to have a robust collection that meets the recreational and educational needs of the community.		
Strategy	Tasks	Timeframe
2-1. Continue to purchase books for the library's collection with primarily grant funds.	<p>2-1a. Annually apply to Lincoln Hills Foundation for purchase of large print and audio books.</p> <p>2-1b. Annually apply to Rotary Club of Lincoln for purchase of children's nonfiction books.</p> <p>2-1c. Seek other grant opportunities to expand and update library's book collection.</p>	Ongoing
2-2. Continue to renew subscription for children's and teen magazines with primarily donated funds designated for that purpose.	2-2a Seek donations to cover cost of magazine subscriptions (e.g., SCLH Orchard Creek Book Group)	Ongoing
2-3. Provide funds to supplement the library's cost for Hoopla and Kanopy.	2-3a. Seek grants and/or apply FOLL funds to cover all or a portion of Hoopla and Kanopy costs.	Hoopla-Ongoing Kanopy- Not Started
2-4. Provide funds for Brainfuse HelpNow.	2-4a. Seek grants and/or apply FOLL funds to cover all or a portion of Brainfuse HelpNow (online tutoring) costs.	Ongoing
2-5. Leverage donated books and media to expand and refresh library's collection.	<p>2-5a. Provide library staff with those donated books and media that may be of interest to the library.</p> <p>2-5b. Swap discs from donated DVD, audiobook and music CDs in good condition with worn discs in library's collection.</p>	Ongoing

GOAL 3: Ensure that FOLL is a well-managed, well-funded organization.		
Strategy	Tasks	Timeframe
3-1 Maintain up-to-date Bylaws and Standing Rules.	<p>3-1a. Annually review Board position descriptions in FOLL Standing Rules to confirm the descriptions are up-to-date and reflect FOLL's current needs.</p> <p>3-1b. Annually review other portions of the Bylaws and Standing Rules and update as needed.</p>	Not started
3-2. Have a strong, committed FOLL board (Officers and Directors)	<p>3-2a. Develop plan for recruiting board members, with a focus on increasing the board's diversity.</p> <p>3-2b. Prepare orientation handbook for new board members.</p> <p>3-2c. Identify opportunities for leadership training and encourage participation.</p> <p>3-2d. Annually review written procedures for key areas of responsibility and up-date, as needed.</p>	Not started
3-3. Create standing committees for key organization areas	<p>3-3a. Establish standing committees in FOLL Standing Rules for the following areas:</p> <ul style="list-style-type: none"> • Strategic Planning (includes Bylaws & Standing Rules Review) • Budget Development and Financial Review • Annual Report and Members Meeting • Big Day of Giving <p>3-3b. Assign at least one Board member and one member at large to each standing committee.</p> <p>3-3c. Have standing committees give reports at monthly Board meetings.</p>	Not started
3-4. Comply with all legal requirements and adhere to good practices.	<p>3-4a. Each year (in January) Board members provide signed conflict of interest statement.</p> <p>3-4b. Annually review FOLL's policy on conflict of interest, whistleblower, and record retention and destruction, and confirm that FOLL is adhering to the policies.</p> <p>3-4c. Annually confirm that FOLL has complied with all required filings: Federal and State Annual Reports, Registered Charitable Trust renewal, Raffle Registration, Corporation Statement of Information (biennial).</p>	Ongoing

<p>3-5. Maintain and expand funding sources</p>	<p>3-5a. Create marketing brochure to promote FOLL and encourage donations.</p> <p>3-5b. Research new grant opportunities.</p> <p>3-5c. Develop and implement plan for soliciting and recognizing sponsor donations from local business and organizations (e.g., Facebook post, FOLL newsletter, etc.)</p> <p>3-5d. Develop and implement communication plans for grantors and sponsors that maintain contact during and beyond grant/donation period.</p> <p>3-5e. Encourage charitable tax-deferred giving and legacy giving.</p> <p>3-5f. Promote purchase of memorial name plaques for departed library lovers.</p>	<p>3-5b Ongoing</p> <p>Others Not Started</p>
<p>3-6. Continue to issue an annual report on FOLL’s financial status, activities, and accomplishments.</p>	<p>3-6a. Develop guidelines and timeline for preparing and distributing the annual report.</p> <p>3-6b. Assign responsibility for annual report to a standing committee consisting of board members and members at large.</p>	<p>Not started</p>
<p>3-7. Hold informative annual membership meetings with vote on board slate.</p>	<p>3-7a. Assign responsibility for the November annual meeting to a standing committee consisting of board members and members at large.</p> <p>3-7b. Develop agenda that is of interest to members at large, including celebrating past year’s successes and highlighting plans for upcoming year.</p>	<p>Not started</p>

GOAL 4: Increase FOLL membership to raise our profile in the community and our influence with City government.

Strategy	Tasks	Timeframe
<p>4-1. Implement an organizational strategy for membership recruitment and retention.</p>	<p>4-1a. Develop organizational strategy for membership recruitment and retention. Strategy may include holding membership drive during National Friends of the Library Week (October), and activities such as lobby table, raffle baskets (One for only NEW members and one for ALL members so new members have two chances to win), MailChimp renewal notices, FOLL newsletter article, postal renewal notices, magazine articles, City of Lincoln eBulletin, etc.)</p> <p>4-1b. Annually review strategy and modify, as needed, for upcoming membership year.</p>	<p>4-1a, 4-1b Not Started (No organizational strategy, but many of listed activities are ongoing)</p>
<p>4-2. Keep the public and library patrons informed on FOLL's contributions to the library, its accomplishments, and activities.</p>	<p>4-2a. Revise Communication Plan, as needed, to expand focus on FOLL.</p> <p>4-2b. Redesign the FOLL website to focus more on FOLL accomplishments and activities.</p> <p>4-2c. Continue to issue a monthly newsletter that highlights FOLL activities, in addition to promoting the library programs, resources and events.</p> <p>4-2d. Focus our social media posts on FOLL accomplishments and activities.</p> <p>4-2e. Request that Library's signage plan includes signs recognizing FOLL and grantors for funded collections/furnishings.</p> <p>4-2f. Talk with public and hand out FOLL materials at FOLL book sales, library events and community events.</p> <p>4-2g. Submit articles highlighting FOLL in Lincoln News Messenger and other local publications.</p>	<p>4-2a Not Started</p> <p>4-2b, 4-2c Ongoing</p> <p>4-2d, 4-2e Not started</p> <p>4-2f, 4-2g Ongoing</p>
<p>4-3. Offer benefit to being a FOLL member.</p>	<p>4-3a. Explore possible membership exclusive perks to encourage membership (such as digital membership card, book bag, free book coupon, early registration for author events, early entry for book sales, etc.).</p>	<p>4-3a Ongoing</p>

<p>4-4. Reach out to groups who are not current FOLL members.</p>	<p>4-4a. Follow up with past members who have not renewed.</p> <p>4-4b. Meet with Library Director and staff to identify ways that library can help FOLL to connect with library users (new card holders and others) who are not members.</p> <p>4-4c. Send personalized email to active FOLL Newsletter readers who are not current members.</p> <p>4-4d. Identify other groups who potentially would become FOLL members.</p>	<p>4-4a Ongoing</p> <p>Others Not Started</p>
<p>4-5. Offer gift memberships</p>	<p>4-5a. Create and promote FOLL membership gift certificate that people could purchase for holiday and special occasion giving.</p>	<p>Not started</p>

GOAL 5: Have a team of well-trained, committed volunteers.		
Strategy	Tasks	Timeframe
5-1. Maintain database of volunteers and their volunteering interests.	<p>5-1a. Use Better Impact to maintain list of volunteers interested in FOLL activities.</p> <p>5-1b. Confirm that all volunteers currently performing FOLL activities are included in Better Impact [<i>Requires coordination with Library Director</i>].</p> <p>5-1c. Use Better Impact to identify and communicate with potential volunteers for FOLL activities, when needed.</p>	<p>5-1a In progress</p> <p>5-1b Not started</p> <p>5-1c In progress</p>
5-2. Demonstrate FOLL's appreciation for our volunteers.	<p>5-2a. Provide a welcoming, positive, and appreciative environment by our actions, including greeting volunteers by name, sending periodic emails/cards, thank you posters, etc.</p> <p>5-2b. Coordinate with Library Director on National Volunteer Appreciation activities (April).</p>	Ongoing
5-3. Ensure volunteers are knowledgeable about FOLL and in all aspects of their volunteer roles.	<p>5-3a. Develop welcome packet for new volunteers performing FOLL activities that provides FOLL information and other items.</p> <p>5-3b. Provide on-the-job training for new volunteers and keep volunteers up to date on FOLL procedures.</p> <p>5-3c. Develop written instructions for specific volunteer activities, as warranted.</p>	<p>5-3a Not started</p> <p>5-3b On-going for Book Sale Volunteers</p> <p>5-3c On-going for Book Sale Volunteers</p>
5-4. Develop volunteers for FOLL leadership positions.	<p>5-4a. Create opportunities for those volunteers interested in board positions to shadow/assist current Board members.</p> <p>5-4b. Encourage volunteers to serve on FOLL standing committees and ad hoc committees.</p>	Not started
5-5. Reach out to potential volunteers.	<p>5-5a. Greet new attendees at FOLL Board meetings and follow up with email/note/phone call.</p> <p>5-5b. Include information on current volunteer opportunities on FOLL lobby table and have the information available at library and community events.</p> <p>5-5c. Include link on FOLL's website to the library's volunteering page.</p> <p>5-5d. Periodically highlight volunteering in FOLL's newsletter.</p>	On-going