

Friends of the Lincoln Public Library Strategic Plan for 2026 through 2028

Approved By FOLL Board on December 9, 2025

Mission Statement: 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 who 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.
- Provide community enrichment and outreach programs.

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

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

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

GOAL 4: Build strong and engaged membership.

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.

Strategy	Tasks	Timeframe/ Status
GOAL 1: Expand community awareness and access to the library		
1-1. Continue FOLL’s support of library’s outreach and marketing efforts.	1-1a. Provide funding and volunteer support for Read Across Lincoln.	Ongoing
	1-1b. Provide funds and volunteers for school bus tours to library.	
	1-1c. Provide funds and volunteers for other outreach and marketing efforts.	

Strategy	Tasks	Timeframe/ Status
1-2. Continue FOLL's ongoing efforts to promote the library.	1-2a. Promote library at community events (e.g., farmer's markets, SCLH Lifestyle Expo, hometown parades, summer concerts, movies in the park, etc.)	Ongoing
	1-2b. Network with community and business leaders (e.g., Lincoln Serves, Lincoln Area Chamber of Commerce, Downtown Lincoln Association, Rotary Club of Lincoln)	
	1-2c. Promote and provide group library tours.	
	1-2d. Highlight library programs and events in FOLL monthly newsletter and in social media.	
1-3. Reach new audiences in 55+ communities and Downtown Lincoln.	1-3a. Design a standard presentation.	1.3a. - 1-3b.
	1-3b. Train a team of volunteers to deliver presentations.	to be determined
	1-3c. Identify and contact 55+ communities and other groups in the Downtown area who may be interested in a presentation.	1.3c. - 1.3d.
	1-3d. Make presentations to identified groups.	Ongoing
1-4. Continue supporting the library's expansion of access to its digital collection.	1-4a. Promote library's digital training for seniors.	Ongoing
	1-4b. Distribute information on library's digital collection at library and community events.	
GOAL 2: Support the library's goal to have a robust collection that meets the recreational and educational needs of the community		
2-1. Continue to purchase items to expand the library's collection with primarily grant funds.	2-1a. Annually apply to Lincoln Hills Foundation for purchase of large print and audio books.	Ongoing
	2-1b. Annually apply to Rotary Club of Lincoln for purchase of children's nonfiction books.	
	2-1c. Seek other grant opportunities to expand and update the library's book collection.	
	2-1d. Annually, identify library collection needs and fund purchases approved by FOLL Board.	

Strategy	Tasks	Timeframe/ Status
2-2. Provide funding for children and teen magazines with donated funds designated for that purpose.	2-2. Seek donations to cover cost of magazine subscriptions (e.g., Lincoln Hills Book Group)	Ongoing
2-3. Provide funds to supplement the library's cost for digital collection.	2-3. Seek grants and/or apply FOLL funds to cover all or a portion of digital collection.	Ongoing
2-4. Leverage donated books and media to expand and refresh library's collection.	2-4a. Provide library staff with donated books and media that may be of interest to the library.	Ongoing
	2-4b. Swap discs from donated DVD, audiobook and music CDs in good condition with worn discs in library's collection.	
GOAL 3: Ensure that FOLL is a well-managed, well-funded organization		
3-1. Maintain up-to-date Bylaws and Standing Rules.	3-1a. Review Board position descriptions in FOLL Standing Rules to confirm the descriptions are up to date and reflect FOLL's current needs.	Annually
	3-1b. Review other portions of the Bylaws and Standing Rules and update as needed.	
3-2. Have a strong, committed FOLL board (Officers and Directors)	3-2a. Develop plan for recruiting board members, with a focus on increasing the board's diversity.	3-2a. - 3-2c. Ongoing 3-2d. Annually 3-2e. New for 2026-27.
	3-2b. Provide orientation handbook to new board members and provide a mentor to assist new members.	
	3-2c. Identify opportunities for leadership training and encourage participation.	
	3-2d. Annually review written procedures for key areas of responsibility and update, as needed.	
	3-2e. Explore adding member-at-large board positions. Develop position description and requirements. Recruit members of the community with interest in literacy to broaden community participation, (e.g. PTA members, teachers, school employees).	

Strategy	Tasks	Timeframe/ Status
3-3. Comply with all legal requirements and adhere to good practices.	3-3a. Each year (in January) board members provide signed conflict of interest statement.	3-3a. - 3-3c. Annually
	3-3b. Review FOLL's policy on conflict of interest, whistleblower, and record retention and destruction, and confirm that FOLL is adhering to the policies.	
	3-3c. 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).	
3-4. Maintain and expand funding sources.	3-4a. Refresh marketing brochure to promote FOLL and encourage donations.	3-4a - 3.4b Ongoing
	3-4b. Research new grant opportunities.	3-4c New for 2026
	3-4c. Consider Future Standing Committee or Director position for fundraising and donor stewardship. New entity will develop and implement plan for soliciting major and legacy donations from individuals, financial and in-kind contributions from businesses, and ensure stewardship of those relationships.	3-4d-e Ongoing
	3-4d. Maintain communication plan for grantors and sponsors.	
	3-4e. Promote memorial recognition.	
3-5. Continue to issue an annual report on FOLL's financial status, activities, and accomplishments.	3-5. Prepare and distribute the annual report.	Annually
3-6. Hold informative annual membership meetings with vote on board slate.	3-6a. Assign responsibility for the annual meeting to a standing committee consisting of board members and members at large.	Annually
	3-6b. Develop agenda that is of interest to members at large, including celebrating past year's successes and highlighting plans for upcoming year.	
3-7. Use Strategic Plan to guide Board decisions and actions.	3-7a. Monitor on-going actions taken related to Strategic Plan and bring needed actions to the attention of the Board.	Ongoing
	3-7b. Develop new Strategic Plan every 3 years.	

Strategy	Tasks	Timeframe/ Status
GOAL 4: Build strong and engaged membership		
4-1. Maintain and expand an organizational strategy for membership recruitment and retention.	4-1a. Annually review strategy and modify as needed a plan to address Membership Recruitment. Current activities include: 1) Lobby table at FOLL book sales, library and community events; 2) Raffle baskets for new members; 3) FOLL newsletter article; 4) Postal renewal notices; and 5) Meet with Library Director and staff to identify ways that library can help FOLL connect with library users (new card holders and others) who are not members.	Ongoing
	4-1b. Annually review strategy and modify, as needed, for a plan to address Membership Retention. Current activities include: 1) MailChimp renewal notices; 2) Postal renewal notices; and 3) Annual Meeting to create interest in FOLL activities.	
4-2. Keep the public and library patrons informed on FOLL’s contributions to the library, its accomplishments, and activities.	4-2a. Produce FOLL Annual Report.	4-2a. Annually
	4-2b. Issue monthly newsletter that highlights FOLL activities and promotes the library programs, resources and events.	4-2b.-4-2c. Ongoing
	4-2c. Employ social media to highlight FOLL accomplishments and activities.	4-2d. Attribution
	4-2d. Confirm that FOLL is recognized in accordance with the Attribution Policy.	policy is under development
4-3. Offer benefits for being a FOLL member that will encourage new membership and retention of existing members.	4-3a. Focus on developing exclusive perks to encourage membership, for example 1) FOLL book bag and merchandise, 2)Free book coupon, 3) Special members-only event, 4)Early registration for author events, 5) Book auction; and 6) Special author event.	4-3a - 4.3b Ongoing
	4-3b. Determine benefit to have a FOLL membership recruitment table, such as Sun City Expo, Lobby table during Friends of Libraries Week, Community events and Library events.	4-3c. New
	4-3c. For retention, consider additional ways to engage members by providing a more “insider” view of FOLL/Library, including 1) Notify members of significant actions taken during each board meeting. For example, a bulleted list of FOLL board actions; 2) Fun members-only events in addition to Annual Meeting, and 3)Consider writing a personal thank you to members that make additional donation with renewal.	

Strategy	Tasks	Timeframe/ Status
4-4. Reach out to groups who are not current FOLL members.	4-4a. Follow up with past members who have not renewed.	4-4a Ongoing
	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.	4-4b. Set up meeting early in 2026
	4-4c. Send personalized email to FOLL Newsletter readers who are not current members.	4-4c. Ongoing
4-5. Offer gift memberships.	4-5a. Promote FOLL membership gift certificates for special occasions.	4-5a Ongoing
	4-5b. Expand gift membership outreach; e.g., annual renewals and major holidays.	4-5b New for 2026
GOAL 5: Have a team of well-trained, committed volunteers		
5-1. Maintain a database of volunteers and their volunteering interests.	5-1a. Use Better Impact to maintain a list of volunteers interested in FOLL activities.	Ongoing
	5-1b. Use Better Impact to identify and communicate with potential volunteers for FOLL activities, when needed.	
5-2. Demonstrate FOLL's appreciation for our volunteers.	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.	Ongoing
	5-2b. Coordinate with Library Director on National Volunteer Appreciation activities (April).	
5-3. Ensure volunteers are knowledgeable about FOLL and in all aspects of their volunteer roles.	5-3a. Develop welcome packet for all new adult library volunteers.	5-3a. Before end of 2026
	5-3b. Provide on-the-job training for new volunteers and keep volunteers up to date on FOLL procedures.	5-3b. - 5-3c. Ongoing
	5-3c. Develop written instructions for specific volunteer activities, as warranted.	
5-4. Develop volunteers for FOLL leadership positions.	5-4a. Create opportunities for those volunteers interested in board positions to assist current board members.	Ongoing
	5-4b. Encourage volunteers to serve on FOLL standing committees and ad-hoc committees.	

Strategy	Tasks	Timeframe/ Status
5-5. Reach out to potential volunteers.	5-5a. Greet new attendees at FOLL board meetings and follow up with emai/note/phone call.	Ongoing
	5-5b. Include link on FOLL's website to the library's volunteering page.	
	5-5c. Periodically highlight volunteering in FOLL's newsletter.	
	5-5d. Make personal contacts with potential volunteers who may be interested in helping with FOLL activities.	