



Friends of the Blakesburg Public Library

Strategic Plan: 20/20 Vision

The Friends of the Blakesburg Public Library created its Strategic Plan using its mission statement to develop objectives and goals, which are realistic and measurable. The organization's plan is short-term, with timelines of 1 to 3 years for most objectives. Much of the organization's focus is on completing the renovation of the building it purchased in late 2017 by the end of 2020 so the library can move into its permanent home. Therefore, many objectives outlined in the 20/20 Vision Strategic Plan will help the organization achieve that particular goal. The FOBPL will review and revise the plan, if necessary, on an annual basis at the annual membership meeting each January. The Friends of the Blakesburg Public Library organization has its sights set on a bright future for the library and the community.

Mission Statement:

The Friends of the Blakesburg Public Library is organized exclusively for the purpose of providing funding and programming assistance for special needs or projects of the Blakesburg Public Library.

Mission Objectives:

1. To strategically plan and proactively manage the FOBPL organization
2. To increase net revenue generated by FOBPL
3. To increase membership in the FOBPL
4. To increase the number and availability of FOBPL volunteers
5. To advocate for public library issues in legislative and funding processes

Programs and Services:

1. Membership drive: supports library programs that enrich, educate, and inform our community members
2. Fundraising efforts: support library programs and complete renovation of facility to provide a permanent home for the library
3. Volunteers: assist library with various programs and projects and its fundraising efforts
4. Assist in community events such as Corn Carnival, Small Town Christmas, the Library's Father-Daughter Dance and Crock-Pot Cook-Off
5. Promote awareness, and allow connection between library staff, Friends of Library members and library advocates in the community

Goals:

1. Increase revenue generated and increase the annual contribution of FOL to library programs for the next 3 years

2. Expand community engagement by increasing the number events held throughout the year to support FOL, including upcoming Trivia Night fund-raiser events
3. Complete fundraising efforts and finish renovation of library facility by end of 2020
4. Grow membership and increase volunteer participation by 1.5% each year for the next 3 years
5. Increase awareness of and advocacy for our library system in local government

Goal 1. Increase revenue generated and increase the annual contribution of FOL to library programs for the next 3 years.

The following objectives will help the Friends increase revenue and enable the Friends to support library programs and services.

Objective A:

Obtain 3-year gambling license for non-profit organizations so the Friends can hold raffles, BINGO nights, etc. to increase fund-raising opportunities through the year.
Timeline: Complete application in May 2019 for license to run from July 1, 2019 to June 30, 2022.

Objective B:

Hold 50/50 raffles at Corn Carnival to raise funds. Will hold multiple drawings each day during the 3-day event. The only overhead will be the cost of the tickets.
Timeline: August 2019 – obtain or create tickets for drawing; seek volunteers to work different shifts for the raffle ticket sales; early September – advertise the drawings which will take place during the carnival in mid-to-late September 2019, 2020 and 2021.

Objective C:

Hold quarterly Tip Nights at Pizza Ranch to increase fund-raising efforts.
Timeline: First event scheduled for Feb 28, 2019. Need to schedule for May, August, and November 2019. Seek volunteers 2 weeks before each event. Will continue this event for 3 years, as it is an easy fund-raiser and generally garners a minimum of \$250-\$300 per night.

Objective D:

Schedule Trivia Night events beginning in spring 2019; and do monthly or quarterly events through 2020. Additionally, may schedule a soup supper/bake sale and/or BINGO night if additional fund-raisers are needed.
Timeline: Initial Trivia Night set for March 16, 2019. If it goes well will schedule on monthly, bi-monthly or quarterly basis (ask participants to complete a brief survey to see if there is continuing interest, and preference for scheduling). Marketing and volunteers for these events will be planned at least 3 weeks before event.

FOL will assess the number of participants, the number of volunteers assisting with the events, and the amount of funds raised through the events and use data for planning continued or new fund-raising efforts.

Goal 2. Expand community engagement by increasing the number events held throughout the year to support FOL, including upcoming Trivia Night event.

The following objectives will help the Friends increase the number of community events held through the year to expand opportunities to engage with community members.

Objective A:

Create committee to oversee event planning, including seeking new opportunities to reach different segments of community, plan and schedule events, and market the event. Members should attend PTO, Service Club, Garden Club, and other community organization meetings to share FOL information.

Timeline: Seek volunteers to serve on this committee at April 2019 quarterly membership meeting.

Objective B:

Committee will market fund-raising efforts to using social media, news sources, electronic communication and through personal connections.

Timeline: Promotion of meeting dates and special events will begin 4 weeks before the event, and Follow up with weekly reminders. Will use posters, social media, news outlets, etc., to market events.

Objective C:

Committee will set up a 3-year master calendar with FOL meeting schedule, and schedule of fund-raising and community engagement events.

Timeline: Complete 2019 Calendar by April 1, 2019. Complete the 2020 calendar by December 1, 2019, Complete the 2021 calendar by June 1, 2020.

Assessment will involve successfully achieving objectives by the scheduled deadline and measuring the effectiveness of various marketing strategies.

Goal 3. Complete fundraising efforts and finish renovation of library facility by end of 2020 or early 2021.

The following objectives will help the Friends raise revenue, increase volunteers and complete the renovation of the building owned by the FOL to create a permanent home for the library. The estimated cost of the renovation will be \$200,000. The project will be broken down into 4 phases, costing approximately \$50,000 each.

Objective A:

Purchase building with funds on hand and very large donation from single donor.

Timeline: Completed November 2017

Kick off "100 Wildcats with 100 Dollars" donation campaign to raise funds

Timeline: Started April 2018, raised approximately \$5000 in donations through December 2018. Effort is ongoing.

Objective B:

Consult with contractor on possible renovation costs and hire architect to complete plans and serve as project manager for the renovation process

Timeline: Had initial consultation with contractor for rough estimate of project in September 2018.

Will obtain updated estimates following completion of architectural blueprints and 3D renderings. Hired Curtis Architecture & Design, P.C., of Ottumwa, IA to complete plans and oversee the process in February 2019, following vote of executive board.

Objective C:

Investigate funding options for raising money to complete renovation project. Possible grants include Legacy Foundation Community Bright Ideas Grant, Roy J. Carver Library grants, Wapello County Foundation grant, Wapello County Supervisors capital project grant, and Iowa Tourism grant, etc.

Timeline: Met twice with Ottumwa Regional Legacy Foundation grants managers to investigate different types of grant possibilities they provide. In January 2019, the Executive Board voted to apply for Ottumwa Regional Legacy Foundation Community Bright Ideas Grant in the amount of \$30,000 during the February 2019 cycle to help fund Phase I of the project (roof, soffit and exterior façade). The library director will work with executive board and others to write and submit the grant proposal by the deadline of February 28, 2019. Will apply for a Wapello County Foundation Grant in August 2019. Will apply for a Wapello County Supervisors grant in summer or fall of 2019. Will submit a letter of inquiry for a Roy J. Carver grant in August 2019. If approved, will submit a proposal in September 2019. The fall 2019 grants should help fund Phase II of the project.

Objective D:

Continue scheduled fund-raising efforts such as Tip Nights, Trivia Nights, raffles, and social media giving campaigns; begin additional donor campaigns including writing letters to local businesses and corporations; and seek in-kind contributions of volunteer labor for the project.

Timeline: To date we raised more than \$400 through social media donations, with another campaign running through the end of March. The letter-campaign will begin collecting contact information for local businesses and corporations that fund educational community efforts in February 2019. Will approve and mail letters will be by the end of March 2019. Follow-up contact will go out by June 1, 2019.

Assessment will include tracking donations and funds raised through various organizational efforts; successfully completing and submitting grant applications by deadline and receiving grants for the renovation project. If grant proposals are not successful, we will work with the granting organization to see what application changes are required to improve our chances of receiving funding in the next opportunity.

Goal 4. Grow membership and increase volunteer participation by 1.5% each year for the next 3 years.

The following objectives will help grow the membership of the organization, with a focus on reaching out to new participants as well as retaining current members.

Objective A:

Submit an article to the local newspapers about Friends membership drive in February 2019 to promote this year's membership enrollment period.

Timeline: February 2019, and in December of each year thereafter to promote organization.

Objective B:

Appoint members to head membership committee. They will be responsible for preparing and displaying membership information at all library and Friends events through 2020 to encourage participants to become a Friend of the Library.

Timeline: Committee members to be appointed at quarterly meeting in April, 2019. Review committees at annual quarterly meetings in April 2020 and 2021.

Objective C:

Create and maintain a spreadsheet of all active members with name, address, phone number, email address, any special skills (marketing, planning, budget expertise, construction, etc.), and best method to contact them. This will be helpful when we need to reach out for volunteers, and to send reminders when their membership is up for renewal.

Timeline: This will begin immediately with current members; will be ongoing as new members join. The list will need to be reviewed each December through 2021 so current members can be contacted about renewing their membership for the next year.

Assessment will involve successfully achieving objectives by the scheduled deadline and measuring the effectiveness of the strategies by looking at the number of new members each year, the percentage of members retained from one year to the next, and the number and percentage of members who volunteer for organization events and projects.

Goal 5. Increase awareness of and advocacy for our library system in local government.

The objectives in this area will demonstrate how the FOBPL supports and assists the library and its mission of providing services, programs, and opportunities for personal, professional, educational and recreational pursuits for the members of the community.

Objective A:

A member of the executive board should attend each city council meeting following the quarterly membership meeting to provide update of FOL events.

Timeline: February, May, August and November council meetings through 2022.

Objective B:

Present an annual report to the Blakesburg City Council each February, following the January quarterly membership meeting.

Timeline: Complete report for dissemination to organization by January quarterly membership meeting, and present at regular council meeting in February of each year beginning in 2020.

Objective C:

Invite local elected officials (city council, mayor and county supervisors) to participate in all FOL events so they are aware of the organization's outreach and community involvement.

Timeline: Beginning February 2019, and continuing through the future of the strategic plan.

Assessment of these objectives will include measuring attendance at council meetings, response to annual report, and city and county officials' presence at FOBPL events. This may increase funding for the library's annual allocation from the city and the county, or in other means of support such as grants.

Strategic Plan Approved _____

Strategic Plan Reviewed/Revised _____