

Friends of the Joseph T. Simpson Public Library Strategic Plan for 2012-2014

Adopted September 12, 2011 by the Friends of the Joseph T. Simpson Public Library Board of Directors

Mission:

The purpose of the Friends of the Joseph T. Simpson Public Library is to provide financial support and to promote the Joseph T. Simpson Public Library.

Vision:

The Friends of the Joseph T. Simpson Public Library will enhance the resources and services of the library through fundraising, advocacy, education, and community outreach.

Goals:

For 2012 through 2014, the Friends of the Joseph T. Simpson Public Library will focus on the following five goal areas:

- 1. Board Development**
- 2. Fundraising**
- 3. Membership Recruitment and Retention**
- 4. Public Relations and Marketing**
- 5. Volunteer Recruitment and Retention**

1. Board Development

Recruit and develop well-informed, enthusiastic, and productive leaders to guide the direction of the Friends of the Joseph T. Simpson Public Library.

1. Create an annual board profile and conduct a needs assessment regarding the types of skills needed on the Friends Board so that the Nominating Committee can seek qualified individuals interested in board service as board vacancies occur.
2. Develop a succession plan for board officers.
3. Educate Friends board and potential Friends board members on the requirements and expectations for board service including personal or corporate financial support, committee participation, fundraising duties (asking others for money), and attendance at board and committee meetings and Friends of the Library events.
4. Expand board committees to include more non-board members so that new people can be considered for future board positions and future Friends of the Library leadership positions. Committee chairs should utilize the volunteer list that is kept updated by the volunteer recruitment committee.
5. Actively recruit potential board members throughout the year. Consider diversification on the board in regards to gender, age, and municipality of residence.

Provide educational opportunities for Friends board members to learn about the Simpson Public Library and public libraries, in general.

6. Encourage Friends to join library affiliated organizations such as the Pennsylvania Library Association, Pennsylvania Citizens for Better Libraries and Friends of Libraries USA and include membership information in the Friends Board orientation materials.
7. At least one member of the Friends Board shall be in attendance at the annual Trustee and Friends Institute sponsored by Commonwealth Libraries.
8. Participate in a joint event with the trustees and staff that combines an educational component with some social time.
9. Expand the board orientation materials to include additional descriptive information about Friends and trustees events to include more specifics on what the event entails beyond the time of year and amount raised at the event.

Explore best practices related to non-profit boards and Friends Groups for ideas to enhance the effectiveness of the Friends board.

10. Conduct an annual board evaluation.
11. Contact Friends groups from other libraries for operational and fundraising information.
12. Explore web sites of Friends of Libraries organizations for new ideas.
13. Participate in FOLUSA (Friends of Libraries USA – now ALATFF) listserv and/or review FOLUSA website and newsletter periodically for new ideas.

2. Fundraising

Sponsor a variety of fundraising activities to support the library.

House Tour

1. Continue offering the Holly Trail House Tour.
2. Continue to incorporate house tour locations within the five municipalities served by the library.
3. Explore ways to attract a larger market for the house tour.
4. Update the House Tour planning guide.

Book Sales

5. Continue sponsoring book sales and explore new avenues of generating revenue related to the book sales.
6. Expand the practice of selling selected books on the Internet.
7. Continue the Members Only Preview Nights prior to each book sale.
8. Travel to other book sales in the area for new ideas and methods of holding book sales.
9. Invite interested community residents to participate in the various volunteer opportunities available at BOOKS BY THE GROSS.
10. Develop job descriptions which include physical requirements for book sale volunteers and minimum time commitment required.
11. Finalize a handbook of operations for the book sale committee which documents in detail all aspects of the book sales.

12. Create a gift certificate that people could purchase as gift which would be used for the book sales, including the ongoing book sale.
13. Explore additional ways to publicize the book sale through traditional and electronic methods.
14. Distribute posters for the book sales to area libraries in the Cumberland County Library System for posting on their community bulletin boards as well as distribute posters throughout the community.

Investigate and explore new fundraising ventures to diversify our revenue base.

15. Review ideas from the Special Events newsletter, generate a list of possible fundraisers, and identify two or three ideas for implementation in the next three years.
16. Work cooperatively with the Board of Trustees on a new fundraising event.

3. Membership

Recruit and retain enthusiastic and productive members of the Friends and explore new ideas for membership recruitment and retention.

1. Periodically review membership dues and membership benefits.
2. Develop a list of 'perks' offered by other Friends' groups and evaluate their appropriateness for our members.
3. Survey Friends about their membership in the Friends of the Library.
4. Create a gift certificate for a Friends membership that people could purchase to give as a gift to others.
5. Periodically conduct membership drives targeting nonmembers from a specific geographic area or a specific category (such as registered voters, card holders, etc.)
6. Have membership forms available at all Friends sponsored events held both off-site and in the library.

4. Public Relations and Marketing

Continue efforts to broaden community awareness of the Friends of the Library.

1. Develop a Frequently Asked Questions (FAQ) flyer that answers such questions as: What do you do? How do you support the library? Why should I be a Friend? Aren't the Friends' and the Library the same thing?
2. In conjunction with the Board of Trustees, identify opportunities for community outreach efforts such as at municipal Community Days, Summer Reading Kickoff, Jubilee Day® and the Wildcat Festival where the Friends of the Library could provide information about the Friends' and the library.
3. Develop and distribute materials that promote the Friends of the Library and their activities to publicize events, to increase membership, and to increase member participation in these events.
4. Produce an annual report of Friends' activities, accomplishments and support of the library.

5. Investigate email newsletter options such as Constant Contact, or a similar service, that would enable subscribers to receive email about the Friends and the library via email.
6. Update media contact information and develop a timeline to publicize Friends events.
7. Explore other technology / social media options for increasing community awareness of the Friends.

5. Volunteer Recruitment and Retention

Recruit and retain enthusiastic and productive volunteers to assist with Friends' events.

1. Seek opportunities to expand the pool of volunteers willing to help the Friends of the Library.
2. Develop a diverse pool of volunteers of varying ages, from various municipalities, and with different skills to provide the broadest possible range of talents to help the Friends of the Library.
3. Maintain volunteer interest list and share with committee chairs.
4. Explore ways to utilize more volunteers.

Assess volunteer and customer satisfaction levels through feedback obtained after each Friends' event.

5. Solicit feedback from volunteers on their experience helping with a Friends' event and forward feedback to the appropriate committee for use in planning the next event.