



FY24 – FY26 Strategic Plan

Our Mission

The Mission of the Iowa City Public Library Friends Foundation is to strengthen the Iowa City Public Library through fundraising, advocacy, and promotion of its valuable resources.

Our Vision

To inspire every member of our community to support the Iowa City Public Library as a Library user, volunteer, or donor.

Our Values

We will fulfill our mission with actions that represent these core values:

- *Pragmatic Optimism*

We infuse our planning with visions of a hopeful future, informed by best and worst-case scenarios, taking practical steps to achieve our goals.

- *Stewardship*

We ensure responsible stewardship of resources for the Library and its donors.

- *Service*

We provide service to the community by advocating for the Library, amplifying its purpose, and supporting it with additional resources.

FY24 - FY26 Strategic Planning Process

The Board of Directors, Development Director, and Development staff met in May of 2023 to assess current conditions and identify future strategies that ensure we intentionally use our time and resources in the best ways possible to meet our commitment to the Iowa City Public Library and all those who entrust us with the resources to do so.

Fiscal Years (FY) Covered in Strategic Plan (by calendar date)

- FY24: 7.1.23 - 6.30.24
- FY25: 7.1.24 - 6.30.25
- FY26: 7.1.25 - 6.30.26

Strategic Plan

This strategic plan serves as a road map as well as a vision for the future. This highlights our intentional actions to ensure a sustainable future while making the best decisions we can make in the present.

Strategic Priorities



1. Fundraising

Goal	Champion	Timeline
Assess current fundraising methods to identify potential expansion to invite a larger and more diverse audience of ICPLFF supporters.	DD w/ ICPLFF Staff + Board network survey	FY24-FY26
Increase visibility with potential donors and supporters through strategic partnerships and marketing.	ICPLFF Staff	FY24-FY26
Develop a corporate outreach plan to secure ongoing annual donations to support the mission.	DD w/ ICPLFF Staff + Fundraising Com. + Board network survey	FY24-FY26

2. Operational Excellence

Goal	Champion	Timeline
Complete the new ICPLFF website to support communication to donors and the public.	DD w/Sr. DA	FY24
Improve friends and donor list management to improve ease of communication.	DD w/ICPLFF Staff	FY24-FY25
Review staffing model and responsibilities to identify potential opportunities and priorities to best support staff wellbeing and continued successful operation.	DD w/ICPLFF Staff	FY24-FY26
Assess financial management strategy to make sure investment opportunities are current and in the best position possible.	DD w/ICPLFF Staff + Finance Committee	FY24

3. Sustainability

Goal	Champion	Timeline
Review current fundraising methods considering changing patterns or shifts with potential donors.	DD w/ICPLFF Staff	FY24-FY25
Invest in further board development including onboarding, knowledge building (ICPL operations, etc.), and best practices.	DD w/ICPLFF Staff + Executive Com.	FY24-FY26
Assess board member recruitment strategies and identify new candidates to build an even stronger and more diverse board.	DD w/Governance Com.	FY24-FY25
Engage supporters to be more active in programs, activities, and the life of the library through board-led stewardship initiatives	ICPLFF Staff w/ ICPLFF Board of Dir.	FY24-FY26
Educate donors, especially younger ones, that tax dollars alone support only part of the services.	ICPLFF Staff w/ ICPLFF Board of Dir.	FY23-FY26

4. Relationships

Goal	Champion	Timeline
Identify communication plans for content and frequency to donors and friends.	DD w/ICPLFF Staff	FY23-FY24
Develop an MOU with Library to articulate needs and responsibilities.	DD w/ICPLFF Staff	FY23-FY24
Grow the relationship with City government with visibility and advocacy.	DD w/ICPLFF Staff + Board	FY24-FY24
Nurture ties with previous donors to identify fundraising beyond regular events.	DD w/ICPLFF Staff	FY23-FY26
Recognize steps that may be needed with changing State of Iowa position, ICPL and SLI.	DD w/ICPLFF Staff + Board	FY23-FY26