



ANCHORAGE
LIBRARY
FOUNDATION



STRATEGIC PLAN 2019-2023
Approved 12/4/2019



MISSION

Promote, fund and support the long-term vitality of the Anchorage Public Library.

VISION

We aim to achieve long-term, sustainable support for the Anchorage Public Library with model donor stewardship through the following means:

- Engagement with the community to foster respect and passion for the Library.
- Communication of clear giving guidelines for current and potential donors to lead them to the Library causes they care about.
- High level management of our assets that leads to a steady stream of funding to our endowment, a high number of planned gifts, and ultimately a sustainable giving donor experience.

VALUES

- Stewardship
- Sustainability
- Communication
- Diversity

PURPOSE

- Advocate for the Anchorage Public Library.
- Provide a funding stream for library programs and initiatives.
- Cultivate and maintain relationships with donors.
- Communicate role of ALF and distinguish it from roles of FOL, LAB, and APL.
- Assure diversity of ALF board.

AUDIENCE

- Current donors.
- Prospective donors and voters: those who don't use the library regularly but are philosophically in support of it and are potential donors/voters.
- People who use the library.
- Community leaders/funding decision-makers.

FOCUS AREAS

FUND DEVELOPMENT

- Cultivation
- Stewardship
- Solicitation

FINANCE

- Annual budget and oversight
- Long-term financial planning and policies

COMMUNICATIONS

- Advocacy/Education
- Big picture PR & marketing—for ALF and APL

INFRASTRUCTURE/SUSTAINABILITY

- Human capacity-board & staff
- Processes
- Long-term planning
- Board development
- Liaison to the Library



GOALS

The Anchorage Library Foundation works in support of the Anchorage Public Library. As such, Foundation goals are informed by the library's specific needs and must be regularly reviewed to maintain alignment with the goals of the Library. The Foundation's near-term goals are established each year by the committees (see work plan in next section for details) and are ratified by the board.

ANCHORAGE LIBRARY FOUNDATION - 1 YEAR GOALS (2020)

INTERNAL

- **Board development:** grow and strengthen ALF board, especially in the areas of fundraising and marketing.
- **Planned giving:** implement Next Chapter Society planned giving program.
- **Annual fundraising:** continue focus of growing our \$1-5K level donors.
- **Finances:** continue to wisely steward finances and develop systems and strategies to support future capital campaigns.

PROJECTS

- **Library promotion:** maintain increased Library visibility in the community and use it to build fundraising and advocacy.
- **Loussac Library:** launch Alaska Room capital campaign.
- **Muldoon Library:** run a mini-campaign to purchase new furniture.
- **Downtown Library:** continue participation on planning committee and prepare for a capital campaign.
- **South Anchorage:** explore options for serving the South Anchorage community.

ANCHORAGE LIBRARY FOUNDATION - 5 YEAR GOALS (2020-2025)

The Foundation's long-term goal is to develop and maintain the capacity and systems to promote, fund and support the Anchorage Public Library's goals for the years 2020-25. These goals are documented in the library's 2016 Long-Range plan and are included here for reference. The timeline for these goals may be amended as Library goals change.

ANCHORAGE PUBLIC LIBRARY - 5 YEAR GOALS (2020-25)

- Launch a new citywide library rebranding initiative.
- Create new Alaska Room at Loussac Library.
- Launch pilot project for alternative delivery i.e. pick-up at school or cafe OR Express library kiosks at malls/hubs.
- Investigate new revenue streams, i.e. library district or tax credits.
- Open a Downtown Library.
- Muldoon Library refresh, 2020

- Mountain View Library refresh, 2020 (using existing ALF funds)
- Launch Loussac Phase 2 renovation when political/economic climate is suitable ~2022.
- Open a South Anchorage Library.
- Position upgrades and new positions + materials budget increase through MOA budget each year
- Submit small bond packages each year as needed: Loussac building safety improvements; Girdwood, Chugiak-Eagle River and Mountain View upgrades; potential Downtown and South Anchorage projects.