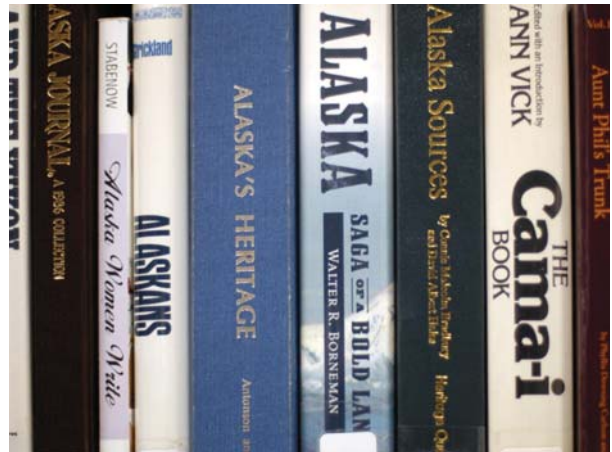


ANCHORAGE  
LIBRARY  
FOUNDATION



STRATEGIC PLAN  
8/23/2016



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

## FOCUS AREAS

### ASSETS

- 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 Library

