



VISION

Friends of the Hennepin County Library envisions a library as a thriving space of enrichment and connection where every person has the opportunity and resources to read, create, work, and learn.

2025-2029

STRATEGIC PLAN

MISSION

As Hennepin County Library's fundraising partner, Friends of the Hennepin County Library builds awareness, appreciation, and support for our nationally acclaimed library.

CORE VALUES

Generosity

We give wholeheartedly.

Integrity

We build trust.

Inclusion

We champion belonging.

Kindness

We show each other understanding.

Curiosity

We ask why.

We believe philanthropy is a powerful force for change. The joyful act of sharing our time, talents, and resources connects us more deeply and creates a ripple effect of good.

We lead with unwavering honesty and transparency. Our loyalty to our values creates a culture where we strive to do what is best for all.

We advocate for accessibility, seek participation from all communities, and celebrate diversity. The result is a feeling of acceptance where all voices are heard, and everyone is welcomed and empowered.

We embody empathy in our interactions, extending respect to every individual. By assuming the best in others, we cultivate an environment where everyone can feel valued and empowered.

We hold a strong desire to learn and discover new ways of thinking and doing. Asking questions and growing from each other's perspectives paves the way to innovation.

KEY DRIVERS

Alignment with Hennepin County Library

Partnering with Hennepin County Library to amplify and support their mission to inspire lifelong learning. Collaborating with library staff to determine and respond to the greatest needs.

Convening

Bringing people together to explore the written word and engage with one another. Building community within our network of library supporters and inviting in new connections.

Listening

Learning from trusted partners and seeking valuable input from library friends to optimize our efforts for greater impact.

Gratitude

Expressing appreciation for every gift and recognizing the compassionate people who champion their library.

Stewardship

Using the resources entrusted to us with purpose and integrity. Bringing each donor along on a journey that makes them feel good about investing in the library.

Storytelling

Embracing the profound power of stories as an opportunity for connection and wellbeing. Highlighting the value libraries bring to individuals and the entire community.

KEY GOALS

GOAL

1 Grow Appreciation for Hennepin County Library

Listening

Deepen understanding of audiences to create content that resonates with our community and sparks conversation.

Storytelling

Find compelling, emotive, and creative ways to articulate the library's mission and impact with the intention of inspiring action.

Promotion

Enhance visibility of key library programs to boost enthusiasm, participation, and volunteer engagement.

Neighborhood Partnerships

Collaborate with volunteer Friends chapters in their roles as local library champions and ambassadors.

Innovation

Develop new opportunities for audiences to interact, share, and learn.

Reach

Expand marketing efforts across channels to improve FHCL brand awareness and meet diverse audiences where they are.

GOAL

2 Foster an Inclusive Friends Community

Culture of Belonging

Nurture a culture of safety and belonging within the workplace and all shared spaces through mutual respect, kindness, understanding, and acceptance.

Diverse Perspectives

Involve a diverse range of perspectives and experiences in organizational decision-making and programming.

Friends Collective

Partner with and support Friends volunteer chapters across libraries to streamline processes, unify efforts, and nurture strong neighborhood connections.

Advancing Equity

Developing and promoting cultural humility through education and training; seeking opportunities to infuse actionable goals into our daily work to advance equity.

Accessibility

Offer accommodations that enable more people to access Friends programs and resources fully and independently.

Events & Engagement

Convene readers around a diverse array of authors and topics to stimulate meaningful dialogue, promote lifelong learning, and highlight the library's profound impact.

GOAL

3 Expand Financial Resources for Hennepin County Library

Organizational Strength

Explore and invest in areas with a high rate of return.

Fundraising Best Practices

Hold ourselves accountable to the highest level of nonprofit excellence through leading-edge, evidence-based fundraising practices.

Local Contributions

Embrace the enthusiasm for neighborhood libraries by offering Friend joint memberships and amplifying local fundraising efforts.

Revenue Growth

Increase contributions across giving levels and revenue streams.

Donor Experience

Make donating to Friends an easy, gratifying, and meaningful experience; continuously share the impact of donor investment and the good they make possible.

Stewardship

Build and steward authentic relationships that inspire generosity.