

**Goodnow Library Foundation
Strategic Plan 2023–2026**

Mission:

Goodnow Library Foundation is the only nonprofit organization committed solely to supporting the Goodnow Library's priorities through fundraising and advocacy, providing an extra margin of excellence.

Vision:

The Goodnow Library Foundation enhances the library's financial ability to plan and fulfill its vision and mission today and for generations to come.

Values:

1. Generosity
2. Integrity
3. Transparency and Accountability
4. Inclusivity
5. Management Strength
6. Commitment

Goals, Objectives, Action Items

Goal 1: The Goodnow Library Foundation will raise awareness that it is a key Goodnow Library and community partner that delivers value to the town of Sudbury.

Objective 1: Increase the awareness and importance of the Goodnow Library Foundation.

Action Items:

- Educate the public that the library cannot directly accept donations and that the GLF is the only vehicle for making donations guaranteed to support the library.
- Revitalize social media strategy and GLF newsletter.
- Reach out to local and neighboring community organizations that engage with diverse residents and invite them to a networking reception to learn about the GLF.
- Create additional signage in the library to acknowledge the GLF's impact.

Objective 2: Increase overall outreach and engagement with the Sudbury community to strengthen the Foundation's ability to fulfill its mission of supporting the library.

Action Items:

- Develop guidelines for and be intentional about collaboration and partnerships with other local organizations, with an emphasis on diversity, equity, and inclusion.
- Plan and execute a Be Bold speaker series that addresses topics for a range of ages and interests.
- Expand committees to include more members of the public.
- Co-brand with the Book Nook.
- Work with the library to engage its help in promoting the GLF.
- Inform town officers and boards of the library's needs.

Objective 3 : Engage more people to participate in Foundation events and programs and Board representation.

Action Items:

- Connect with all schools/PTOs, including preschools and Sudbury Family Network to get information out to parents at the start of the school year about the GLF's role and impact in the community.
- Recruit new Board members with a focus on increasing diversity of the Board.
- Collaborate on programs and events with Lincoln-Sudbury Regional High School, Sudbury Public Schools, Sudbury Family Network, and other community organizations.

Goal 2: The Goodnow Library Foundation will increase funding effectiveness as measured by a three-year increase in overall donor giving.

Objective 1: Increase short-term funding.

Action Items:

1. Research donor base and design programs/strategies to cultivate and increase donations.
2. Steward donors to add value for donors and increase their engagement.
3. Plan, execute, and evaluate annual fundraising campaigns and events open to the public.
4. Research and pursue foundation and grant opportunities that will enhance library priorities.
5. Engage local businesses in supporting the Foundation on an annual basis.

Objective 2: Increase long-term funding.

Action Item:

- Launch an endowment campaign to fund future needs.
- Develop a planned giving program and promote corporate matching gifts.

Goal 3: The Goodnow Library Foundation follows governance and management best practices.

Objective 1: Goodnow Library Foundation will clarify and document all roles and expectations within the organization.

Action Items:

- The Board will clarify and document roles and expectations of the Executive Board and the Director.
- The Board will set priorities and fundraising expectations and implement performance metrics for the Director.
- The Board will annually review its fiduciary obligations with current members.

Objective 2: Goodnow Library Foundation will effectively and transparently manage finances.

Action Items:

- Annually evaluate an increase in the percentage of the GLF budget to fund Library priorities.
- Publish data on the GLF's financial impact on the Library.