Northeast Kansas Library Foundation (NEKL Foundation)  
Strategic Plan, 2020 thru 2021

Our Mission 
The Northeast Kansas Library Foundation inspires library philanthropy and supports efforts to build library leaders.

Our Vision 
Member libraries enjoy powerful philanthropy and thoughtful leadership.

Strategic Initiative #1: Fundraising and Consulting 
Member libraries achieve fundraising success.

- The Foundation provides responsive fundraising consulting and resources to NEKLS member libraries.
- The Foundation promotes Foundation services to member libraries.
- The Foundation partners - where practical - in fundraising opportunities to help libraries grow leaders.

Strategic Initiative #2: Gifts and Funds 
Library partners receive seamless service in gift administration.

- Create and manage a “Fund” for each participating library; provide gift processing and receipting for any gifts made to the NEKL Foundation.
- When requested, act as a fiscal agent for grants obtained by participating libraries.

Strategic Initiative #3: Communication and Training 
Library directors, staff and boards have confidence to solicit and steward gifts and grants.

- Develop marketing content for gift opportunities – including planned giving – and place on NEKL Foundation webpage and on participating member libraries’ webpages. Develop marketing content that can be adapted and printed by each participating library.
- Facilitate the provision of training opportunities on a variety of topics associated with successful fundraising. Offer trainings in multiple formats – live and in-person, live via video conferencing, print, recorded video, etc. – in order to reach as many participants as possible.
- Develop and maintain a webpage with a resource library of fundraising/friend-raising ideas.
- Maintain a list of grant opportunities to be shared with library directors.
- Produce an annual report for 2020.

Approved and adopted by NEKL Foundation Board on December 4, 2019.