



# STRATEGIC DIRECTION

# 2025

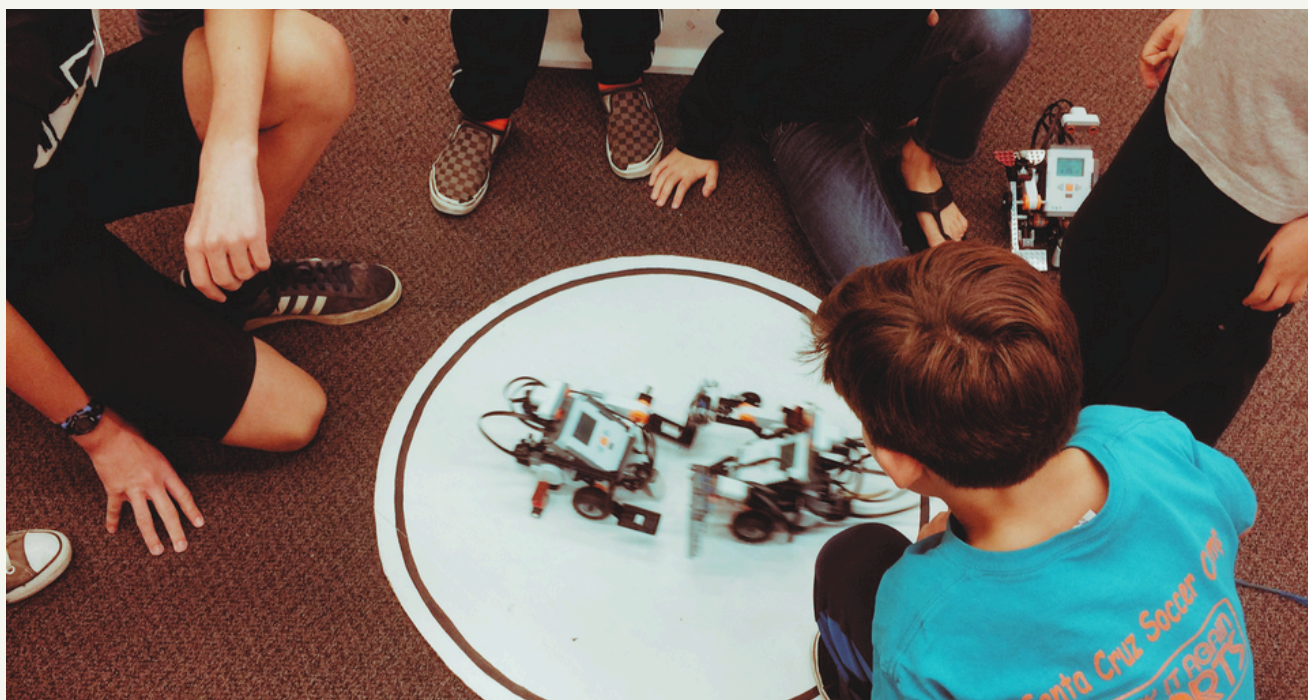
# 2025 STRATEGIC DIRECTION

## Friends of the Santa Cruz Public Libraries

**The Friends of the Santa Cruz Public Libraries support the Santa Cruz Public Libraries through fundraising, volunteer services, and advocacy.**

During this year in which the Santa Cruz Public Libraries are taking a community-wide approach to strategic planning, the Friends of the Santa Cruz Public Libraries welcome the opportunity to contribute to that process. The Friends will follow the Libraries' resulting plans to build an aligned strategic plan for the 2026-2028 period that supports our mission and the new goals and objectives of the library system.

The following areas represent the Friends' Strategic Direction for 2025.



# 2025 STRATEGIC DIRECTION

ACCESS

ALIGNED

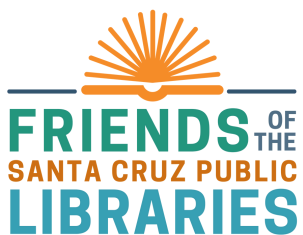
IMPACT

FUNDRAISING

ADVOCACY

ORGANIZATIONAL

EXCELLENCE



# ACCESS

Our Libraries are critical democratic spaces and we envision a support model that fully welcomes and reflects the community the library serves. The Friends commitment to grow feelings of community-wide ownership of our public libraries is encompassed by the statement “Everyone Can Be A Friend.” This requires that we be able to evaluate whether we are providing enough opportunities for all community members to participate and take action at any level that is right for them. As we define and promote an equitable culture of philanthropy, we will increasingly provide satisfying ways for everyone to participate, volunteer, donate, and advocate.



## Objective

Friends of the Santa Cruz Public Libraries will provide pathways for all community members served by our libraries to participate in supporting them.

# ALIGNED IMPACT

In order to help our Libraries meet strategic targets through volunteerism, financial support, and advocacy, the Friends are making good our commitment to align with the library's key objectives and ensure that our support is distributed with these key factors in mind. This effort will be reflected in the adoption and practice of collaboration that utilizes agreed upon guidelines when budgeting financial and time resources to benefit identified program areas including school readiness, incarcerated and recently de-incarcerated youth and adults, summer learning, bookmobile outreach, and cutting edge digital and physical resources.

## Objective

Friends will work across all levels to increase and align our organizational communications and structure to understand and meet library needs.





# FUNDRAISING

Fundraising is core to the Friends' strategic work, requiring a sustained philanthropic culture that includes board, staff, and branch specific leadership at all levels. The execution of a calendar of campaigns that touches all funding goals requires aligned coordination, commitment, and training.



## Objective

Friends will meet all fundraising benchmarks to reach a New Downtown Branch Capital Campaign goal of \$3 million, while maintaining annual campaigns of program specific Library support and operational sustainability.

# ADVOCACY

With ambitious goals to move forward, the Friends' work as advocates will necessarily focus on the final phase of a decade-long effort of renovating and rebuilding all branches of our whole library system. The new Downtown Library Capital Campaign will require forging new relationships with community members to build long-term engagement and support. This means that our elected representatives must have the information they need to share our success.

## Objective

Friends will continue to build and maintain regular interfaces with local and regional representatives and community leaders to advocate in support of goal priorities.



# ORGANIZATIONAL EXCELLENCE

Essential to growth and achievement of all the Friends' goals is a renewed commitment to transparent organizational excellence. This transparency extends across every aspect of the organization from impeccable gift acknowledgement and database stewardship, to the quality of communication across the branches of our organization, to publicly sharing financial practices and impacts, and demonstrating a commitment to represent the demographic diversity of our county within organizational roles.



## Objective

Demonstrate excellence as a vetted and trustworthy nonprofit, to steward all contributions and resources and deliver the maximum impact for our libraries.



# LEADERSHIP

**The Friend's goal is to create  
stronger neighborhoods and a  
culturally enriched county  
through accessible and diverse  
library programs.**

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