



Strategic Plan

Adopted by the Board of Directors May 20, 2021

Goal #1

The Library of Virginia Foundation (Foundation) is an effective and innovative fundraising organization in support of the Library of Virginia (Library).

- Identify, develop and increase unrestricted funding sources, while focusing restricted fundraising efforts to support stated and requested Library needs.
- Develop and sustain broad based corporate and foundation support (throughout the commonwealth), with particular focus in support of specific events and programs.
- Enhance and grow breadth, depth and scope of qualifications of board members.

Library and Foundation Together

- Work collaboratively with Library staff to prioritize programs, exhibitions and other funding needs in order to establish and implement short and long-term fundraising strategies.
- Make Literary Awards a nationally recognized and consistent fundraising event.

Goal #2

The Library and Foundation share a highly strategic and visionary culture of philanthropy.

- Work collaboratively with Library Board and Leadership to solidify and confirm the role of the Foundation in creating and implementing fundraising strategies in support of the Library.

Library and Foundation Together

- Review and find commonalities between the Library and Foundation strategic plans.
- Increase and sustain communication and collaboration among Library and Foundation staff through a shared commitment that includes regular meetings.

- Attract patrons and donors through increased, enhanced and consistent programming - virtual and in-person – scheduled and produced by the Library working with the Foundation.

Needed from the Library to Ensure Success

- Create 5-year program, exhibition and external programming schedule in order to identify and develop 5-year funding needs.
- Commit to consistent, ongoing public programming that showcases the full extent of the Library’s work and collections that is appealing to a state-wide audience.
- Continue to enhance programming to serve and grow library-oriented and other specialized audiences.
- Prioritize and finalize space planning needs.

Goal #3

Stakeholders are energized and invested in the goals of the Foundation in support of the Library.

- Develop resources around funding and hiring of a Chief Marketing Officer, in order to develop and sustain a marketing plan, and provide marketing resources required to support a world-class institution.
- Make the Virginia Shop the primary retail source for Virginia-themed and Virginia-made products.

Library and Foundation Together

- Leverage existing programs, collections, staff and other resources to provide better support and awareness for the Library.
- Make the building lobby more welcoming and accessible in order to enhance visitor experience and make the facility more desirable as a community space for the general public and welcoming venue of program-specific audiences.

Needed from the Library to Ensure Success

- Create opportunities and programming to increase in-person Library visitation significantly.
- Leverage relationships with the public library system and public schools to develop online, in-school, and on-site learning opportunities for students and teachers.

- Allow for greater and more flexible access to Library facilities.

Goal #4

Increase the visibility of the Library as a world-class resource and destination

- Identify and systematically cultivate stakeholder groups which have an interest in supporting the Library and Library programming.
- Cultivate stronger relationships outside of the Richmond area.

Library and Foundation Together

- Invest in significant marketing/branding initiative.

Needed from the Library to Ensure Success

- Develop catalogue of key Library assets that attract patrons and stakeholder groups who benefit from or believe in the importance of those assets.
- Develop short and long-term comprehensive communication and marketing plans.
- Showcase public relevance and diversity of Library collections.

Goal #5

Develop plan to celebrate the 200th anniversary.

- Raise support to fully fund 200th Anniversary vision.
- Use Anniversary year to launch public phase of major capital and endowment fundraising initiative.

Library and Foundation Together

- Establish 200th Anniversary Committee composed of staff, Board members (Library and Foundation), government officials, and state-wide community leaders.
- Determine state appropriation to support 200th anniversary celebration.

Needed from the Library to Ensure Success

- Confirm offerings and large-scale initiatives with sufficient lead-time in order to allow the Foundation to plan and implement a successful fundraising effort.