



# Memphis Library Foundation

## **STRATEGIC PLAN 2026 - 2029**

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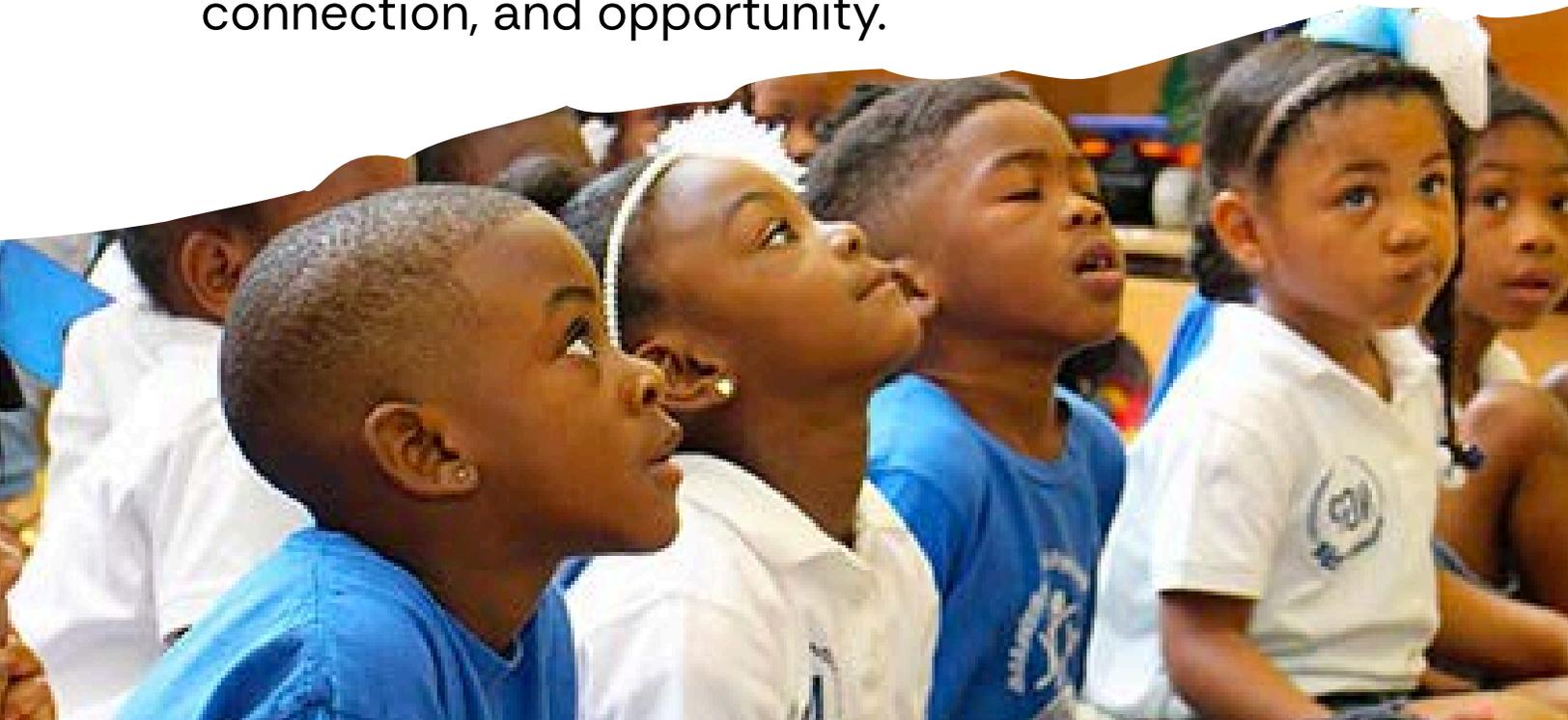
## 2026-2029

### Mission

To transform Memphis through knowledge and experiences by raising awareness and funds for the Memphis Public Libraries.

### Vision

A thriving, bustling Memphis library system fueled by abundant resources, strong advocacy, and community pride – where every resident knows they are welcome and have access to knowledge, connection, and opportunity.



# STRATEGIC PLAN

## 2026-2029

### Overarching Goal

Provide at least \$1,000,000 annually to the Memphis Public Libraries, serving as both proactive fundraisers and responsive problem solvers to facilitate the forward momentum of the library.

### Strategic Pillars

- R:** Revenue for Impact
- E:** Engage Stakeholders
- A:** Amplify Awareness
- D:** Develop Capacity



# SNAPSHOT OF SUCCESS

## BY 2029, MLF WILL...



Consistently invest at least **\$1M** annually in Memphis Public Libraries



Maintain a broad donor base of individuals, corporations, foundations, and planned gifts sustaining library support and growth.



Strengthen the library's reputation as a **civic treasure and essential community asset** in Memphis.



Engage a network of ambassadors – board, staff, and community – championing the library's story.



Facilitate strong partnerships that **amplify library resources** and **expand neighborhood impact**.



Be guided by a strong, resilient team grounded in our organization's core values and equipped with clear tools, processes, and a **culture of accountability and transparency**.



Position MLF for a successful capital campaign to build a new event space at the Benjamin L. Hooks Central Library.

## **IN SHORT:**

**MLF will be a powerful engine behind Memphis Public Libraries' success, ensuring every Memphian has access to knowledge, community, and opportunity.**

# PILLAR 1

## *Revenue for Impact*

### Goal

Build a sustainable, diversified funding model that fuels the library's long-term strength.

### Strategies

- Develop a Comprehensive Fundraising Strategy
- Strengthen Corporate and Public Partnerships
- Elevate Donor Stewardship & Communications
- Maximize Events
- Leverage Endowment
- Explore Additional Sustainable Revenue Models
- Use Data to Drive Growth



# PILLAR 2

## *Engage Stakeholders*

### Goal

Strengthen the Memphis library ecosystem by serving as the hub that connects the needs and resources of partners.

### Strategies

- Deepen Memphis Public Libraries' Existing Collaborations
- Grow Program Partnerships
- Share Resources Strategically
- Convene & Facilitate Partnerships



# PILLAR 3

## *Amplify Awareness*

### Goal

Build public pride in and political will for the library as an essential civic asset.

### Strategies

- Launch a Public Awareness Campaign
- Build Ambassador Program
- Expand Public Programming & Storytelling
- Engage Civic Leaders & Policymakers
- Advocate on behalf of the Library



# PILLAR 4

## *Develop Capacity*

### Goal

Nurture a strong, resilient team of staff, volunteers, partners, and board of directors to lead MLF into the future.

### Strategies

- Expand Staff Capacity
- Foster a Culture Rooted in Values
- Strengthen the Board of Directors
- Plan for the Future





# Memphis Library Foundation

*Imagine More.*

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