DES MOINES PUBLIC LIBRARY FOUNDATION

Opening Doors. Books. Minds.

Strategic Framework

Purpose This framework establishes the Foundation's strategic direction and connects its fund development work, support of Library priorities, and internal leadership and operations. It is intended to guide annual plans, resource decisions, Board engagement, and performance measurement.

Foundation mission To support and enrich the capabilities, resources and services of the Des Moines Public Library system.

Foundation role The Library determines and delivers library programs and services. The Foundation raises funds, builds relationships, advocates, and directs private support toward agreed-upon Library priorities. The Foundation Board governs the Foundation and works in partnership with Library leadership and the Library Board of Trustees.

Strategic Framework Overview

Expand Philanthropic Support	Advance Library Priorities	Strengthen Foundation Leadership and Operations
Build lasting relationships with donors and partners while developing diverse, sustainable revenue strategies that strengthen the Foundation's resilience and investment in the Library's impact.	Align Foundation funding, partnerships and advocacy with the Library's most important strategic priorities.	Ensure the Foundation has the governance, capacity, systems and resilience needed to fulfill its role and respond to changing conditions.
• **Donor Relationships and Individual Giving** • **Corporate and Institutional Partnerships** • **Legacy and Long-Term Giving** • **Fundraising Innovation, Engagement and Visibility**	• **Strategic Investment and Impact** • **Library and Foundation Alignment** • **Community Awareness and Advocacy** • **Partnerships That Extend Library Impact**	• **Governance and Board Engagement** • **Organizational Capacity** • **Financial Resilience, Accountability and Risk Management** • **Data Systems and Performance**