



Strategic Plan

2023

Mission

Friends of VPL support, enhance and advocate for the work of Vancouver Public Library. We convene and connect people, promote literacy and create meaningful volunteer experiences, while building a community of library champions.

Values

- Community building
- Inclusivity
- Furthering the ability to dream and explore through literature

Goal 1: Strengthen core initiatives

Improve and expand traditional book sale events

- Objectives
- Increase foreign language content
 - Introduce sidewalk sales at branches
 - Grow revenue from sales to \$50,000 annually

Support bookmark operations as it continues to rebound from the pandemic

- Objectives
- Expand reach to VPL branches

Goal 2: Explore strategic partnerships

Seek out partnerships and relationships that will enhance our fundraising while ensuring our identity and values are preserved

- Objectives
- Revitalize and strengthen existing partnerships
 - Pursue new partnerships with organizations that promote libraries, literacy, and lifelong learning
 - Explore relationships that offer volunteer engagement opportunities for underrepresented communities

Goal 3: Increase visibility and impact

Work to increase our visibility in the community and amplify our impact through targeted programs and events.

- Objectives
- Engage membership through regular messaging
 - Explore rebranding
 - Share the story of our contributions and impacts

Goal 4: Enhance volunteer engagement

Seek to offer more opportunities for volunteering and library experiences.

- Objectives
- Enlist multilingual volunteers
 - Recruit Board Members
 - Increase volunteer participation