Strategic Development Advancement Plan

Q3 2025 - Status Update



Strategic Work Plan Q3

Growth Strategy	Task	Status	Performance Indicator
Individual Giving	Personalized cultivation plan for major donors	Personalized plan in place for each leadership donor. Cultivation and solicitation active and ongoing. One major gift secured, 35 leadership gifts secured, 43% in hand.	Retain 80% of leadership donors
External Affairs	New case for support	A case statement has been created and is incorporated into the 2025 year-end campaign which will be launched with a fresh look and message this year to highlight all of the LIbrary's wonderful work.	Case for support updated annually.
Institutional Giving	Institute quarterly grant forecast process	New grant rubric active, and new forecasting system in place. Average grant size is \$10K. Ongoing refinement based on lessons learned in application	Average grant size at \$10K.
Institutional Giving	Apply to 3 foundations and 5 corporations annually	Foundation solicitation process in progress for 23 prospects with an ask of \$10K, totalling \$230K in active opportunities	1 new Foundation and 2 new Corporations annually.



Upcoming Campaign Work



Summer Campaign through September 30 (\$44K received)

- \$20K from Peer to Peer Campaign
- \$23K Match Challenge
- \$1K Digital Collection



35% of Stretch Goal in for the Year

The Next Chapter Campaign - Raise Remaining 65% of Stretch Goal

- New Name & Rebranded with new EPL Brand
- Opportunities for Engagements
 - Kick Off Event October 28
 - Giving Tuesday December 2
 - Post Card Writing Parties Nov & Dec





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