



# CALVARY LUTHERAN HIGH SCHOOL

Jefferson City, Missouri  
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## Project Summary

A Lutheran high school located in Jefferson City, Missouri, has been a dream and a topic of conversation for over 30 years. This dream became a reality when Calvary Lutheran High School opened its doors in August, 2005. Due to increased enrollment, the first phase of Calvary's permanent site is currently under construction.

Over the years, the gap between tuition income and expenses has forced the Board to sponsor more and more fundraisers in an attempt to balance the budget.

The goal of this applied project was to develop a diverse plan of third source funding to close the gap between tuition income and expenses.



## Project Results

The diverse plan for third source funding emphasized six points. Each of these points were targeted to a specific audience:

- Personal solicitation - Personal visits will be made to entities who have made lead gifts in the past five years.
- Foundation Grants - Identify and submit grant proposals to two or three foundations which are best qualified to meet our needs.
- Church Gifts (dues) – Requests to the six supporting congregations to raise their dues from \$10 to \$15 per communicant member will be made.
- Events - Pare down the fundraising events to four or five of the most successful ones.
- Mail Solicitation - Any supporter not covered in the personal appeal would be contacted and encouraged to consider a gift to Calvary.
- Calvary's Gift - A unique re-sale shop is operated by volunteers who donate the proceeds to offset student financial assistance.



## What Have We Learned?

- The true outcome of the program has been affected by our "Committing To Succeed" capital campaign.
- Few events produced greater revenue and better organization with less stress.
- Calvary's Gift has been a greater success than anyone ever imagined both in monetary resources and good will.
- Due to the current economic climate, congregational dues were not increased.
- Newsletters will continue to be distributed after the completion of the Capital Campaign in an effort to stay connected to the congregations.

