



St. Peter's Catholic School

Forest Lake, MN

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Project Summary

St Peter's Catholic School is a Pk-6 grade Catholic elementary school with 350 students located in Forest Lake, Minnesota in the Archdiocese of St. Paul and Minneapolis.

St. Peter's has traditionally relied on tuition, parish support, and the generosity of others to remain financially viable. Recently we decided to hire a Development Director to help us find other sources of revenue and develop our alumni outreach. This project focuses on creating a development plan to help give direction to our development initiatives.

Project goals:

- Create a Development Plan that outlines current initiatives and future initiatives.
- Develop a plan for alumni outreach initiatives.
- Develop a plan for soliciting additional revenue.



Project Results

In order to complete these goals, St. Peter's solicited the help of their marketing and development committee as well as a local university which holds classes for nonprofit development directors.

The key results are:

- Redeveloped our website to ensure that it not only markets the school but provides information for development initiatives.
- Developed outside revenue sources. One of the revenue sources connects the school with a community charity – Cars with Heart.
- Met with alumni, parishioners, and current parents to discuss how to move our school endowment forward.
- Developed a plan to communicate our alumni.
- Created a Development Plan that highlights current initiatives and future initiatives with deadlines and responsibilities.
- Created a committee and goals for our 50th Anniversary in 2011.



What Was Learned

This project was extremely helpful in moving a development plan forward. Below is a summary of what I learned throughout this project.

- Take small steps. Development takes time so make sure you achieve some small successes. Do not get discouraged.
- A development plan is a great place to start. This plan will give focus to our development work.
- Use the resources that are available and rely on local development experts.
- Make sure you have help. As an administrator your time is limited so hire or find someone who can take on development.

