



Mayer, Minnesota

Joel P. Landskroener, Executive Director

Advancement Planning for Mayer Lutheran High School

Goals:

- Identify the key areas that need to be addressed in the school's advancement plan
- Articulate a philosophy of fundraising and development
- Publish a comprehensive plan to address the school's need for strategic planning, fundraising, major gifts, communications, alumni relations, and public relations

Purpose:

- Create accountability and transparency in funding the school's mission
- Provide key ingredients for building upon and improving our advancement strategy
- Provide a written plan to promote institutional continuity in the advancement area and to aid in school head succession planning

Project Results

- First School Gala Auction held
- Alumni Phonathon instituted
- Grandparents Day held with funding appeal
- Redesign of school publications with help of design professional
- Capital Campaign Readiness Committee formed and functioning
- Number of donors increased by 22% compared to previous year

Mayer Lutheran High School, located in Mayer, MN, forty miles to the west of Minneapolis, was founded in 1961 by an association of Lutheran congregations (LCMS) in Carver County. With an enrollment of 250 students in grades 9-12, MLHS seeks to prepare the next generation of Christian leaders. The recently-completed school master plan provides for expansion of the school's facilities to serve 500 students on the 54-acre campus.



What We Have Learned

- An effective school advancement program must be comprehensive.
- The advancement plan provides for additional staffing, a crucial part of successfully executing the plan.
- As we examined our overall advancement program, we were stunned at how much we were already doing—and how much more can be accomplished.
- Creating an advancement committee is essential in creating and executing a plan. Do not attempt to go it alone!
- The key to a successful advancement program is developing positive relationships with all constituents.

