



# Lutheran Academy OF THE MASTER

COEUR D'ALENE, IDAHO  
Shelly Matthews, Principal

## Who We Are

Lutheran Academy of the Master is a preschool and elementary

Established as a preschool in 1996 and grown to stand alone classrooms through fifth grade

Currently 113 students

Leasing space in a Lutheran church

Lease to expire in 2015

School needs to have long term control of facilities for growth and stability



LAM staff and student body 2011 - 2012

## Project Summary

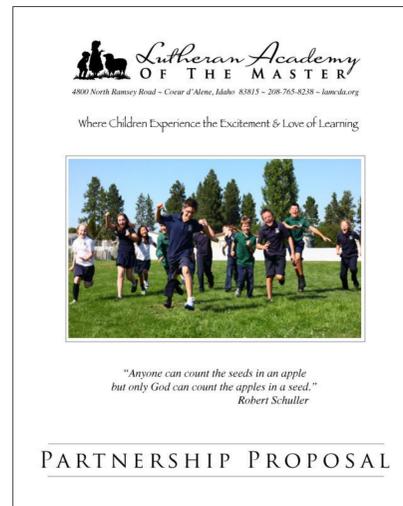
To prepare for a capital campaign, for school owned facilities, to begin by fall of 2012 by:

- Broadening our base of income in the following ways
  - ~ establish an annual fund drive
  - ~ shift fundraising from events driven to a year round culture of philanthropy

Continuing to build relationships in the community to see what doors open for facilities

## Preparing for a Capital Campaign

### Projects Results



- Worked with Don Distelberg to create a partnership proposal for personal asks
- Personal, event, phone, and mail solicitation opportunities now in place
- Purchased software for better tracking of donors and relationship building
- Shifted our school calendar to accommodate annual fund drive, fewer event specific fundraisers, kickoff of capital campaign
- Restructured tuition to cover larger % of budget



### What We Have Learned

- Principal's job description needs to be adjusted to spend more time in development
- This is a process that will continue to be implemented over the next five years with continued relationship building with potential individual donors and community partnerships, as well as additional staffing hired to continue implementation
- A shift in the income base by raising tuition initially creates a set back in enrollment, but long term will be much more stable for the school
- After much prayer and attempts to purchase our current facility, it is clear that the capital campaign will be for facilities in a new location

