



Word of Life Lutheran School

St. Louis, Missouri

David P. Robinson, Principal



Project Summary

Word of Life Lutheran School, located in what is referred to as South St. Louis City, is striving to be a school of choice for parents searching for an alternative to a public education that is in turmoil. Existing as a tuition-based school in a difficult economic time has presented challenges for our school as well.

The goal of this project was to develop a model for addressing the financial challenges by securing financial support for tuition assistance, technology resources, and textbooks.



Project Results

The SPAM Committee (Students, Parents, And Marketing) adopted the 4-R's for Word of Life: Recruitment, Retention, Recognition, and Raising Funds. No attention had been given to the area of raising funds which prompted the development of an annual fund program.

- A committee of former parents and staff, fundraising specialists, and current families was developed to explore options of new ways to raise funds for Word of Life.
- Success to this point:
 - Over \$35,000 has been raised to support the beginning of the 3rd & 4th Generation Fund.
 - The eTapestry fundraising online software is preparing to upload our alumni, church member, and business partner data information.
 - The annual fund committee has committed to our inaugural Friends of WOL Dinner in late October designed to celebrate the blessings of Word of Life and the opportunity for financial gifts to support the ministry of the school.
 - Fall phone event will take place in November.



What We Have Learned

- Having a lead person other than the school head is crucial due to time constraints of day to day school operations.
- Selling the need to committee members was easy. Communicating this same need to the school has been the challenge without a well-developed donor and alumni base
- The untimely opening of a charter school that created an immediate decline in enrollment resulted in the appeal being modified to address the budget deficit. However, it did open the door for conversations for people to begin to support the school through the 3rd & 4th Generation Fund.

