



Good Shepherd Lutheran School

Novato, CA

Carol Wise, Administrator



Project Summary

As Good Shepherd Lutheran School continues to grow, current funding will not cover the expenses this expansion requires. The strategic planning process has guided us in the establishment of a Development Office to manage and cultivate fundraising capabilities.

Since 1976 GSLS has invested in the lives of children in California's Marin and Sonoma Counties, welcoming students from preschool to 7th grade into a community of faith and learning.



Project Goals

- Hire Development Director
- Document Efforts
- Communicate Effectively
- Nurture Philanthropy

Project Results

- Development Director on staff
- Salesforce.com for database
- Fundraising calendar, Facebook, website, Constant Contact, alumni
- Good Shepherd Bridges Foundation and Annual Fund established



What We Have Learned

- Hiring the right person with the right strengths for the Development position is essential.
- Documenting a clearly articulated mission and vision is needed to share with the various groups of stakeholders.
- Communicating effectively gains support, builds trust and credibility, takes time, prayer, planning, and perseverance.
- Nurturing philanthropy and cultivating cultural change to embrace the way people view alternate ways of funding is done through trust and relationship.