

DEVELOPMENT & FUNDRAISING BRIDGES TO LEARNING

As Good Shepherd Lutheran School continues to grow, it is apparent that current funding will not cover the expenses this expansion requires. The strategic planning process has guided us to establish a Development Office to manage and cultivate fundraising capabilities. Successful fundraising is a team effort both at the planning and execution stage. The goals for this project were to develop board members and staff working together to build successful fundraising efforts. The development effort at Good Shepherd Lutheran School has three main aims; to develop and enhance the School's relationship with its present families, alumni and their families, staff, Good Shepherd Lutheran Church members and local community, to raise funds in support of Good Shepherd Lutheran School and to nurture philanthropy. Our efforts were focused in the following areas: hiring and working alongside a development director, documenting our efforts, effectively communicating, and nurturing the culture of philanthropy.

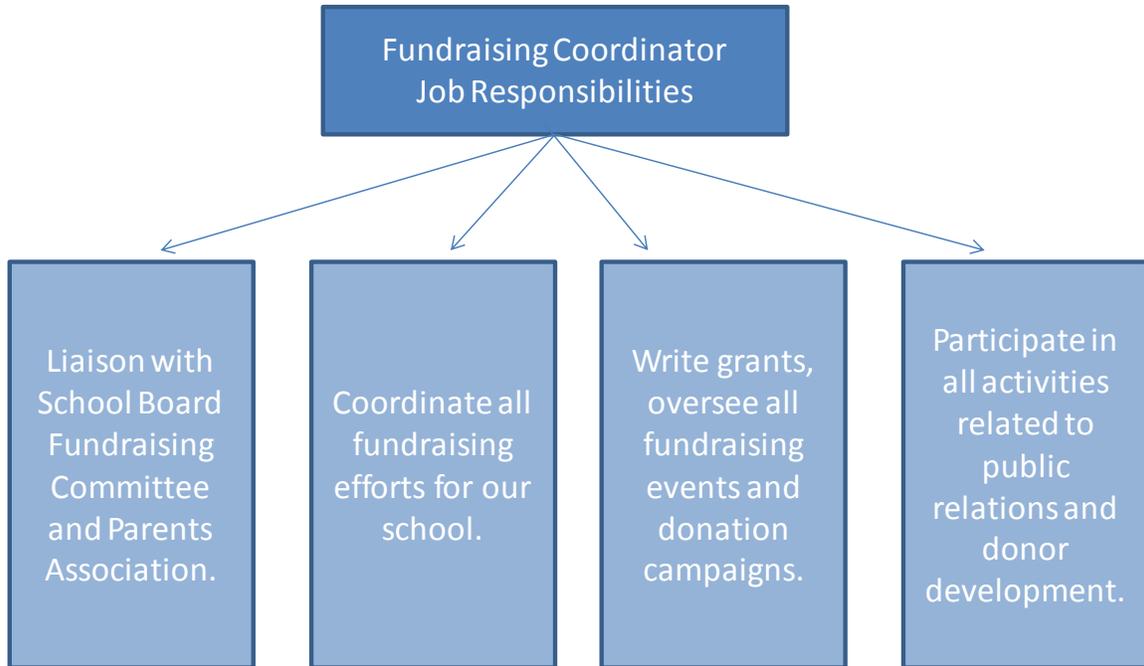
In May of 2008 a job description was developed and a proposal was written to hire a part time Development Director for a one year trial period. The school board approved the proposal and beginning in August 2008 we had our first staff person dedicated to development and marketing. To document our efforts we have been working with salesforce.com to establish a fundraising database which will also serve the school office in various functions. To communicate we developed a fundraising calendar, gave a detailed presentation at Back to School Night and utilized monthly email newsletters to keep everyone informed. To nurture the culture of giving and philanthropy we have established a public foundation, **Good Shepherd Bridges Foundation** as a vehicle to receive funding.

Carol S. Wise, Administrator
Good Shepherd Lutheran School
Novato, CA

Project Focus

The Development office has come to play a key role in the life of the School, assisting with fundraising, communications, alumni relations, promotions and marketing.

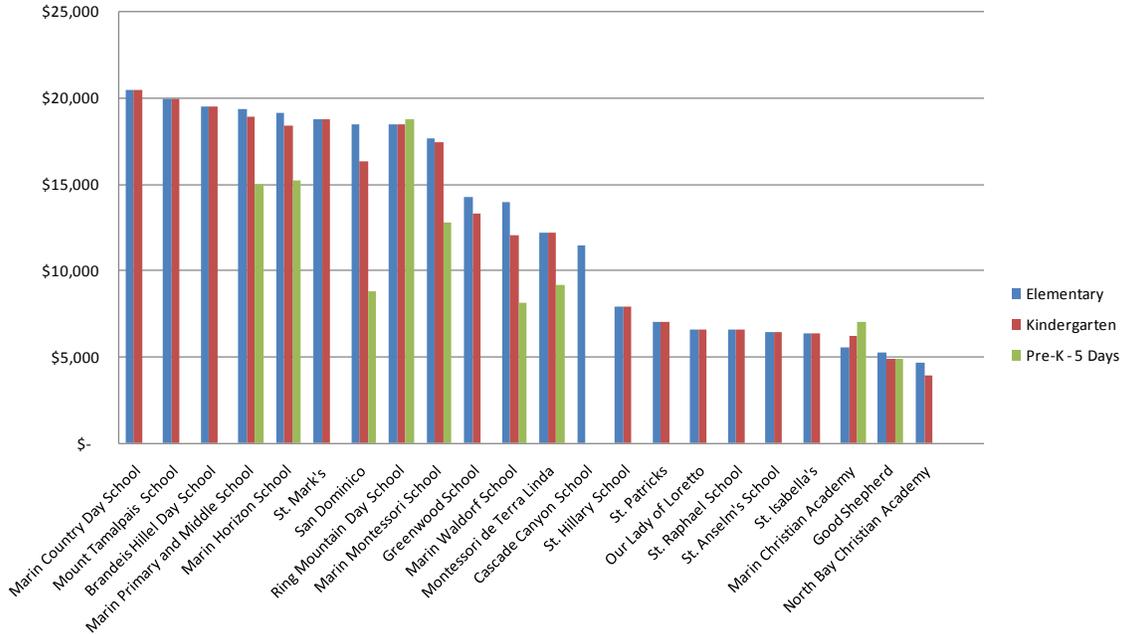
- Fundraising is critical for GSLS to continue to provide for future major expenditures.
- 2008-2009 is a year of transition for GSLS and the Parent Association which will begin to change its focus away from fundraising and toward community building.



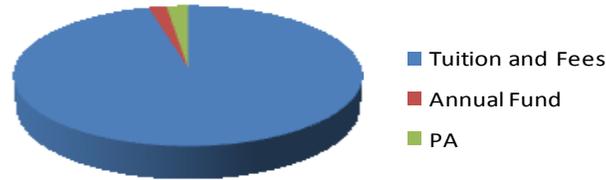
2008-2009 Fundraising Focus

- **Minimize the number of times GSLS asks for fundraiser money.**
- **Primary fundraising focus for GSLS is now the Annual Fund.**
- **Expand the audience of fundraising efforts.**

Tuition at Marin Private Schools



'07-'08 Tuition, Annual Fund & PA Fundraising



Fund Raising Goals 2008 – 2009

Importance of Annual Fund

- 100% annual fund donation participation increases the likelihood for grant funding and matching funds.
- Presently, we have 20% Annual Fund donation participation.
- Asking for every school family to make a minimum donation: \$295
- Any donation amount to reach 100% donation participation

Fundraising Communication

- Thank you letters to donors
- Post progress chart on playground fence
- List of donors in performance programs
- Car window decals to show yearly Annual Fund support
- Monthly progress letter and email to GSLS parents, GSL church families and

PROJECT RESULTS

The *mission* of the Good Shepherd Lutheran School Development Office is to cultivate the school's philanthropic resources of time, treasure, and talent in order to continually support the school's mission, vision and strategic plan.

The *vision* of the Good Shepherd Lutheran School Development Office is to build relationships with and generate gift support from parents, alumni, grandparents, friends, corporations, foundations and the general Bay Area community resulting in an abundance of resources available to fulfill God's purpose for the school.

As we continue to expand, Good Shepherd Lutheran School will rely increasingly on a culture of giving philanthropic support to maintain the excellence of its education. Now, more than ever, private support is crucial to sustaining excellence in student education, teaching and campus life. It is imperative that we secure the funding needed to support students, programs, infrastructure and facilities as we carry forth the mission that God has entrusted to us. The Development Office will work to attract the investment of families, friends, alumni, corporations, foundations and others to help us meet our goals to provide a superior, Christ-centered education for all of our students

Hiring and working alongside a Development Coordinator - I am more convinced than ever of the need of having someone assigned to the development function as a primary focus. A proposal will be written to continue the Fund Development Coordinator as a staff position.

Documenting our Efforts - The school is now using salesforce.com for its relational database program. This program is used to track data on current parents, grandparents, alumni, donors and friends of the school – all information we will want to use. This data will now be used for informational mailings, generating class lists, the school directory, the phone-a-thon, tracking annual fund donations and the school newsletter.

Communicating Effectively - We have developed a fundraising calendar and added a development page to our website giving current and potential donors another avenue for information. We have begun a Facebook site to help stay in touch with our current alumni base.

Nurturing Philanthropy - The Good Shepherd Bridges Foundation has been formed and the papers have been filed with the IRS.

What We Have Learned - We are looking forward to a significant shift in the culture of giving at Good Shepherd Lutheran School. The biggest hurdle we have to overcome is the cultural change that is required to embrace the way people view alternate ways of funding. A clearly articulated mission and vision is needed to share with the various groups of stakeholders at the school. Gaining support for each step in the process takes time, communication, planning, prayer and perseverance in order to build trust and credibility. A good process has begun and will continue to grow and become an expected part of the school culture with prayer, planning, patience and many conversations.

We learned that hiring the right person with the right strengths as a development director is one of the most important goals we have accomplished. Communicating through the database, calendar, budget, development plan and the advice of experts are the vehicles of the structure needed to bring credibility and to create trust. We kept our priorities by praying and believing that this is about people, not money. We have The Bridges Foundation in place to receive funds as we go forward with grant writing and fund development. The next step is a feasibility study for a capital campaign to raise funds for acquiring or building additional facilities.