



## Van Lunen Project Summary – June 2013

Title: Annual Financial Development Plan  
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### What I did:

My project was to create an annual financial development plan. Lincoln Lutheran has been raising money through campaigns and events for over 15 years. However, it was necessary to review all our development strategies and solicitations to determine how we could more strongly coordinate and maximize efforts. Goals and strategies were developed for each area of solicitation. Extra focus was given to personal leadership asks with an understanding these types of gifts produce fruit in the most efficient manner. I reviewed donor information to create a list of our top 100 donors. I then created a 4-page, full color "Leadership Proposal" which cast a vision for the ministry, shared current and specific needs, and proposed a dollar amount unique to each donor to prayerfully consider. Our administrative team also adopted a special project for the year above and beyond operational needs. The project was a makeover of our weight room facility. Color materials and information were created for this initiative as well. All that was left was to get out and meet with donors and track the progress towards goals.

### What did I learn?

This project reemphasized the importance of "planning the work and working the plan." I greatly appreciated the structure we developed as a means to intentionally pursue support and track progress towards the goals. I also learned it is very necessary to be flexible when responding to changes which might occur to the giving climate and or overall needs of the organization. Our school had to announce a reduction in force due to an expected enrollment drop which took time away from my ability to meet with donors and also impacted the giving culture. Finally, I learned our donors get a lot more excited about designated projects than annual needs giving.

### What difference did it make?

We had a successful year of giving, raising more than \$400,000 for the needs of our students. The work completed this year put a template in place that we can use in the years to come. We also fully funded a \$115,000 Wellness Center project for which construction should be completed by early July. Finally, relationships with key donors were strengthened and reinforced.