



MAKING LUTHERAN EDUCATION POSSIBLE

June 13, 2016

Greetings in the powerful name of Christ!

The Warrior Ministry has so much for which to be thankful! We are excited to plan for our future and see how God will use this ministry to impact lives. Accompanying this letter is a one page summary provided by The Steier Group at the conclusion of their recent feasibility study. You are encouraged to read through the Executive Summary which includes a list of funding priorities and general recommendations. Thank you to all who took the time to either participate in a personal interview or complete a written or online survey. LEF and LLSA leadership believe the process has been very fruitful and has provided key information to help us plan for our future.

The primary reason the Lutheran Education Foundation engaged in this study was to assist the LEF in a transition from a year to year funding model to a multi-year comprehensive funding model. The Steier Group believes the Warrior ministry is ready to pursue a new funding model and campaign. A planning team has already begun to develop the framework and process necessary to pursue this initiative in-house. We will use the important feedback from constituents to inform the process and make necessary adjustments which we believe will lead to a successful funding plan.

Because there will be some significant differences to a comprehensive model of funding, we recognize communication will be very important. As we further prioritize the important needs of the ministry to determine what should be included in this particular campaign, we will be providing additional information on how different projects will help us better pursue our mission and ministry of Christian Education.

Please consider the following ways you can help us at this point of the planning stages:

- Pray for all elements of campaign preparation
- Pray for clarity and wisdom as plans are finalized
- Pray for future families we will be able to reach by pursuing our mission of Christian Education
- Consider how God might use you within the campaign – formally or informally

Thank you for being a part of our Warrior family! The LEF and LLSA look forward to seeing where God is going to take us on our ministry journey.

If you have any questions please don't hesitate to call either myself or Lloyd Wagnitz, our Director of Ministry Advancement.

Blessings on your summer! #WeAreWarriors!

A handwritten signature in black ink, appearing to read "Scott Ernstmeyer".

Scott Ernstmeyer, EdS
Executive Director – LLSA / LEF



PARTICIPATION

81  **108**

individuals or couples participated in personal interviews

individuals or couples completed a mail or online survey

CAMPAIGN SUPPORT

36  respondents indicated they would serve in a leadership position and follow-up with others to learn of their support for the campaign.

- 83% of respondents are personally in favor of a capital campaign.
 - 90% of personal interview participants are in favor.
 - 77% of mail/online respondents are in favor.
- 61% of respondents indicated that they will make a personal gift to the campaign.
 - 84% of personal interview participants will make a gift.
 - 44% of mail/online respondents will make a gift.



PRIORITY OF RESPONDENTS

We wanted to know what projects were most important to your supporters. Scores were calculated by assigning a value of 10 points for a high priority, 5 points for a medium priority and 0 for a low priority, and then determining the average.

Debt Reduction	7.82
Strengthened Endowments	7.66
Eternity Scholarships	7.59
Maintenance Projects	7.55
New Programming	6.61
Multi-Use Building	5.63
Media Center Refurbishment	5.6
Capital upgrade Fund	5.24
Locker Room Addition	4.63

RECOMMENDATIONS

The Steier Group projects that Lutheran Education Foundation will raise between \$2,000,000 and \$2,800,000.

PRIMARY RECOMMENDATIONS

- Communicate to faculty/staff, key major donor prospects, all current parents and select alumni and past parents, and others the positive results of the planning study.
- Emphasize positive results of the study and plan to finalize the campaign goals based on the planning study responses and the foundation's projected fundraising capacity.
- Plan and host targeted donor cultivation events to share the broad vision for the school. Address the concerns that were shared during the study and detail the thought process.
- Clearly illustrate how the campaign funds will be used and how this campaign will impact the future of the school.
- Recruiting a strong group of leadership is essential to campaign success. A core of 40-50 volunteers is needed to ensure all active donors receive a personal visit.
- Ensure the campaign leadership team includes representatives from the Lutheran Education Foundation, Lincoln Lutheran Trustee members, Campaign Committee members, current parents, faculty, past parents, alumni and other influential church and school organizations.
- Continue to promote planned giving to maximize gifts made to the school during the campaign as well as continue strengthening the legacy society to honor those who have made planned gifts to Lutheran Education Foundation. Cultivate all members of this group to ensure the school remains part of their estate plan.