

## Department of Mission Advancement

August 2017

### Alumni

- The 1967 graduating class gave a donation following tour with the DMA for their reunion.
- The class of 1992 will be having a reunion the night of Homecoming.
  - Accommodations have been made for that night.
- At the Homecoming football game, new Luther High coffee mugs will be given to alumni players and the class of 1992.
- 12 tours were given during the months of August and September.
- The Luther generations video has been completed.

### Giving

- Work with Raisers Edge continues to go very well.
  - Many handwritten thank you notes have gone out along with some written by Luther High students.
- Portrait Puzzles (Jay and Patty McNamara) donated 80 small 12 piece puzzles to give out to donors and also to schools. We have also had a donor step forward to pay for another round of puzzles.
- Big Knight Committee members have been contacted to see if they are willing to serve again.
  - The Big Knight, "Light Up the Knight" has begun and a new committee has begun work. Donors from last year have been contacted and response has been great.
- DMA will travel to Belle Plain for a conference in September.
- We have completed a list of the top 100 donors to Luther High School.
- We have put together an amazing group of people who have volunteered to be on the Knight grant writing team.

### Congregation

- The DMA has been in contact with the association Pastors to set up meetings or has already met with most of them. These visits have been very positive.
  - Discussing what this office can do to help connect the congregations more closely to Luther High School
  - The DMA will be attending St. Paul's Onalaska for their September council meeting and First Lutheran Church in November.
- The DMA has made personal visits to 10 of 13 LES in our association.
- The DMA is currently working with St. Luke's in Pickwick, MN on the possibility of joining our Federation.

## Community

- The DMA has secured a \$10,000 grant to help with developing and promoting Luther High School's Christ-Centered student leadership in the community.
- We are still waiting on the response for a grant that was sent in for the STEF fund (\$30,000).
- The radio and facebook campaign is on KICKS 106FM and Magic 105.
  - Our 30 second ads play 50 times a month. This ad can be changed at any time to highlight what is going on.
  - Luther High School will sponsor the KICKS106 Newsletter.
  - Early number from our Facebook ads are very promising.
  - In addition we are also sponsoring the Children's Miracle Network in 2018.
- Luther High School will have a booth at the La Crosse Family Fest at the La Crosse Center in February 2018.
- Luther is also working with Kwik Trip to develop and implement outdoor signage.

## Publications

- Jack Albert, the videographer for Time of Grace, has finished our video.
- The Knight Challenge 2018, formerly named "5K Challenge", matching funds campaign has raised \$4305 so far. There will continue to be an insert in the football/volleyball programs to promote this challenge.
- Started working on a \$60 for 60 years of grace at Luther High School campaign to be published in the August Cymbal and FOL newsletter. Response has been moderate with 7 donors for a total of \$420.
  - These funds will go to STEF or Tuition Assistance, whichever the donor chooses.
- Proud Supporter of Luther High School yard signs have been purchased to sell at football/volleyball games. These signs will cost \$20 and proceeds to media productions and baseball.
- We have new Luther Knights coffee mugs. These will be distributed to faculty, staff, and LES principals. These mugs will also be for sale in the near future.

## Things to come:

- The rest of the Luther alumni are being moved from Skyward to Raisers Edge to complete the list of former students at Luther and maintain current contact information for them.
- A brochure that highlights all the ways to make Luther High School affordable.
- Alumni publication to let past students know what we are doing at Luther High School
- There are three seminars that have been recommended that the DMA attend:
  - Belle Plain, MN September 28
  - A fundraising seminar, in January 2018 will be attended.
  - The Lilly Family School of Philanthropy November 6-9 in Indianapolis, IN.