

**December 2009
Report to the Board**

God continues to work on behalf of Lansing Christian School! Despite the continuing negative “chatter” in the community and giving trends in general, **we received more gifts in December** than we have in the last few years. The “God surprise” of the month was an unexpected \$110,000 gift from a supporter of Christian education in the Lansing area.

Thank you for being a part of making this possible. Your involvement on the board and in the community has helped spread the word about the difference Lansing Christian School makes in the lives of our students.

Year-end Giving Campaign

The major push was to make school families and friends aware of the financial needs of the school. The Foundation board and the recently convened Marketing/Communication Committee were helpful in thinking through the message to LCS families and friends:

- 3,437 LCS families, alumni & alumni parents, grandparents and “friends of LCS” received two mailings the first week in December: The LCS Alumni newsletter, *Pilgrims Journey*, which included giving opportunities. A year-end gift request with reply card
- In the LCS/Mason basketball program and at the Secondary Christmas concert
- One-on-one donor meetings
- Grandparents who had indicated an interest in support their grandchildren through a financial contribution to LCS were contacted, as were all families who requested a pledge card.
- Donors with past-due pledges received a year-end status report and request for contribution.
- Families on our e-list received a reminder request for contributions on December 28.
- The December 29 e-letter highlighted on-line giving opportunities.

Donations	July – Dec*	# of donors	December	# of donors
2009	\$978,762	176	\$238,111	80
2008	\$836,505	158	\$599,384**	75
2007	\$359,046	116	\$187,655	60
2006	\$443,847	113	\$317,642	86

** includes in-kind donations * \$400,248 mortgage

December gifts included:

- 3 on-line contributions: \$1,550
- 13 new donors: \$3,270
- 9 pledge gifts: \$26,000
- Amount of gifts:

< \$250	46
\$250-1K	13
\$1-5K	14
\$5-29K	4
\$25-100K	2
\$100K+	1

Total Pledges Outstanding:	\$335,045
Due 06/2010	\$ 21,993
Due 06/2011	\$ 29,145
Due 06/2012	\$103,912
Due 06/2013	\$ 64,212

Other Fundraising Activities

There have been two general responses from parents as they begin to understand the amount of financial need for this school year:

- Increased contributions (see details below)
- Increased interest in conducting fundraisers for the school. We have approved 27 so far this school year and had 4-5 new requests in the last month. The challenge is that many times the fundraising activities are time-consuming, particularly relative to the money raised. However, it is another way parent volunteers can help support the school financially.

Marketing/Communication Committee

The first meeting of the Marketing/Communication Committee met in December. This is a great group of parent volunteers, representing students from preschool through high school, which has already jumped in to help in a number of ways.

The first meeting was very helpful in identifying communication gaps with parents – both from the school and foundation perspective. Many of the committee members were not aware of all the on-going fundraising activities (such as TRIP, Market Day, etc) nor the scope of the Foundations work – to raise funds for current needs of the school AND work toward a longer-term, permanent solution to the school’s ongoing financial needs.

Dr. Karen Mishra, a new parent and MSU advertising faculty member, agreed to chair the committee. Jeff Cutler & Ron Khoury represent the board. Additional members: Sue Cassidy, Amy Delo, Marcie Durso, Adriana Feldpausch, Maricar Macalincag, Karen E. Mishra, Laurie Mwanandi, Kelly Richards, and Kerrie Vanden Bosch.

Priorities include: develop a strategic communication plan, increase visibility of “easy, no-cost” ways to help the school, evaluate and improve presence on websites, create testimonials by donors and recipients, and develop specific messages for targeted demographics.

Planned Gifts Committee

This committee is chaired by Spiro Voutsaras and includes association members and community members who have knowledge of this special area of law, accounting, insurance, investments and planning. Their charge is to promote planned giving to LCS Association members and other potential donors through articles, information, web postings, seminars, and education. Mike VanDyk, alumni parent and former school board member, joins Dave Coker, Charley Janssen & Sal Durso on this committee. We hope to recruit several more members in the next months.

Volunteers

In addition to financial gifts, we have been working to encourage, coordinate and oversee parent and grandparent volunteers for the school. Volunteer lists, with contact information, were compiled from the registration forms and forwarded to the appropriate staff and volunteers this fall. This has worked very well in some areas, such as Fall Festival and baking volunteers. Volunteer hours REPORTED through December 31, 2009 were 3,611 (excluding Nov & Dec for HT). We know this is very low and doesn't reflect real hours donated by volunteers. This is especially true for athletics on the secondary side.

We continue to expand the Foundation volunteer base to expand our fundraising capabilities beyond what the school board and staff can do. The finance, planned giving and marketing/communication committees are active, with 10 volunteers in addition to board members. We will also have an MSU advertising student intern volunteering with us this winter. Parent volunteers assist in the office with data entry of volunteer hours, which has enabled us to stay current with donor giving and demographic records.

The Black & Gold Celebration

Our annual fundraising dinner event for tuition scholarships, grants & assistance will be held at LCS on the evening of Thursday, March 18. This evening will highlight the many facets of LCS, include a silent auction, and provide an opportunity for attendees to make a gift or pledge to support tuition assistance for the 2010-11 school year. More details coming to your mailboxes soon!

Gift Development Organizations

Continued membership in Christian Leadership Alliance & Association of Fundraising Professionals (AFP) has provided opportunities to talk with other gift development professionals through workshops and several active listservs. While we have much to do, it is encouraging to confirm that we are heading in the right direction. The AFP meetings are always encouraging – the members are always amazed at the generosity of our donors, especially as most are seeing declines in giving.

Looking ahead:

Planned Giving Committee meeting – Tuesday, 1/19, 8:00 am at Voutsaras Financial

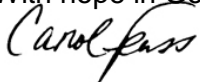
Executive Committee meeting – Thursday, 1/14, 8:00 am at Centennial Group

Board meeting – Thursday, 1/28, 8:00 am at LCS, Secondary Library

Homecoming – Friday, February 19, evening, at LCS

The Black & Gold Celebration – Thursday, March 18, evening, at LCS

With hope in God,



Carol Feuss, Director of Development

Cc: LCS Board of Education