

## Webinar Introduction – *"Raising \$5,000 by Christmas without Selling Anything"*

Are you familiar with these key phrases?

- ❖ "Is it in the budget?"
- ❖ "Do we raise tuition again?"
- ❖ "Staff salaries can only be increased if tuition goes up?"
- ❖ "Let's see, this is the second month of the school year and already we have had two candy drives, a beef jerky sale, a bazaar, a carnival, a garage sale, and the truck of fresh grapefruits we ordered from Florida will be here tomorrow. We are also considering selling Butter Braids whatever they are!"

Are these questions or similar financial concerns expressed at your board meetings? Is your center walking the fine line of financial stability? What are your future plans and provisions for increasing staff salaries....for expanding the program...upgrading the facilities? What's ahead in the next three, five or ten years? Finding the correct pathways through the financial and fundraising maze is a common concern for all schools and centers. Though the maze appears to become more complex and larger each school year, careful thinking and planning can put us in a position to find the solution.

The concepts of building a data base, asking our "friends" for support, and financial planning are some of the ideas we all need to know and make operational.

The goals of the webinar are:

- ❖ Widening the base of support instead of relying on the "same old few."
- ❖ "ALL" of the money raised goes to the school not 30% to the candy company"
- ❖ Get the friends of the center in the "habit of making a gift."

So, let's start by getting on the right path.

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All participants will receive a copy of an appeal letter that has been successfully used in the past.