

Maximize Support for Your School through the Lutheran SGO!

The potential to raise money for your school through the Lutheran SGO is massive. People who love the Lord, love your school, and love the 50% state tax credit are all great candidates to donate to the Lutheran SGO. Check out this list of suggestions to keep in mind as you work to expand participation in this amazing program.

1) Talk to previous donors who gave last year but have not given this year.

Make sure to keep track of this list, and then act accordingly. Sometimes donors just need a little nudge.

2) Talk to business owners.

Without question, this is the most widely untapped potential source of donations. There is huge potential for support in this area.

3) Keep your Board and Staff informed about the LSGO and encourage them to become donors.

Support from leadership is absolutely critical to the success of this program.

4) Encourage supporters of the LSGO to talk to their family and friends about this great program.

Word of mouth from “satisfied customers” is vital to the expansion of this program.

5) Encourage people to make a Qualified Charitable Distribution (QCD) to the LSGO from their Individual Retirement Account (IRA) to fulfill their Required Minimum Distribution (RMD.)

This is relevant for the older folks connected with your school. People who are 73 years old must start taking their RMD. If they give their RMD directly to the LSGO, not only will their RMD not be taxed, but they will still receive the 50% state tax credit.

6) Let people know that Donor Advised Fund gifts are eligible for the 50% tax credit.

Review all gifts that your school receives through Donor Advised Funds (DAFs) and then encourage owners of those DAFs to give directly to the LSGO instead. They will be pleasantly surprised that their gift is eligible for the 50% state tax credit.

7) Ensure that the LSGO continues to be an integral part of your fundraising efforts.

Donors want to see that their gifts are making an impact. Make sure to communicate the significance of LSGO donations and how those gifts help support the overall mission and vision of the school.

8) Be bold to ask for support.

Never follow an ask with an apology. Remember that you are actually helping people match their passion with their finances. It feels great to financially support a worthy organization. Without question, your school is worthy of support, and the 50% state tax credit is just the icing on the cake!

9) Say “Thank You!”

The number one reason that people don’t give is that they aren’t asked. The number one reason that people don’t give again is that they aren’t thanked. Be generous in your gratitude!

OUR MISSION

The Lutheran SGO exists to partner with schools in raising funds from individuals and businesses and distributing scholarship funds to all eligible students attending Lutheran and other Christian schools in states served by the Lutheran SGO.