Projects and Priorities

June 1, 2016–May 31, 2020

Building on the momentum of the 2016–18 Priorities and launching key initiatives in the new strategic plan, Luther’s development efforts remain focused on the college’s student-centered mission. This four-year funding initiative—Inspired. Empowered. Engaged.—aims to increase scholarship opportunities, jumpstart key capital projects, grow the Luther Fund, and secure support for select program and scholarship endowments. Together these initiatives will position the college for a transition in presidential leadership and create a strong foundation for the next comprehensive campaign. We invite you to join us by investing in Luther’s mission and priorities.

Projects and Priorities

Luther Fund $8,000,000
Continued support and growth of the Luther Fund are critical for the college’s success. The Luther Fund has exceeded $2 million for four consecutive years, and these unrestricted gifts directly support just about everything students need: scholarships, financial aid, music tours, student groups, intramural sports, student/faculty research, well-kept residence halls, well-equipped classrooms, a beautiful campus, and so much more! Support for the Luther Fund goes to work immediately and directly impacts the college’s annual operating budget, making it vital to life and learning at Luther College. All gifts given by alumni increase alumni participation rates, an important factor in positioning Luther in national college rankings. With your sustained and increased support, the Luther Fund will continue to impact all Luther students.

Luther Fund $2,000,000+ per year

Current Support $11,500,000
In addition to the Luther Fund, restricted current fund gifts support other programs and strategic needs for Luther College. These gifts include funding for named scholarships in a current year (including those focused on unmet financial need), support for the Norse Athletic Association, and resources to enhance the services of the Career Center.

Student Scholarships (current) $9,250,000
Regents’ Promise Scholarship (current) $1,000,000
Norse Athletic Association $1,000,000
Career Center $250,000
Endowment Support $23,500,000
Long-term growth of the Luther College endowment has been the focus of past campaign efforts, and it will continue to be a top institutional priority to achieve ample endowed resources to support critical needs. Student scholarship support remains the most important, and ever-present, endowment need. Making a Luther education affordable is essential for recruiting and retaining students, and scholarship assistance is often the deciding factor.

In addition to traditional endowed scholarships, the college seeks to secure full funding to meet the challenge match for the Regents’ Promise Scholarship, grow endowment for applied learning and career exploration through the Career Center, and launch the new Rochester Hub. Faculty resources for innovative teaching and learning are also at the forefront of Luther’s endowment priorities.

- Student Scholarships (endowed) $10,000,000
- Regents’ Promise Scholarship (endowed) $10,000,000
- Center for Excellence in Learning & Teaching $1,500,000
- Career Center $1,000,000
- Rochester Hub $1,000,000

Capital/Facilities Support $15,000,000
Though building the endowment is Luther’s foremost long-term focus, initial fundraising efforts for two major capital projects are being launched during this initiative: the renovation and expansion of Luther’s athletics facilities and of Main Building. In summer 2017, synthetic turf was installed on Legacy Field, and outdoor tennis courts were resurfaced; both projects are fully funded. The college will now turn its strategic attention toward renovating and expanding the indoor athletics complex. Phase-one planning for the renewal of Main began in 2018.

- Athletics Facilities $10,000,000 (of $28.6M total goal)
- Main Building $5,000,000 (of $12M total goal)

Planned Gift Support $17,000,000
Through the years, planned gifts have continued to support the endowment and other priority needs of the college, including student scholarships, collaborative student/faculty research funds, applied learning and study-away opportunities, and other endowed funds to impact mission-based experiences. Now more than ever, the college seeks support from alumni, parents, and friends to ensure endowment growth for future generations of Luther students.

Total $75,000,000