



Dan Krause

Founder and President,
GraceWorks Ministries

Dan Krause is the founder and President of GraceWorks Ministries, a non-profit ministry he founded in April 2010. GraceWorks provides holistic solutions for healthy Christian schools, in order to raise up the next generation of outstanding Christian leaders.

Dan jokes that his first job—ever— was working at a Christian school: Grace Lutheran, where he served as assistant janitor at age 14. Professionally, Krause has worked for non-profits his entire life, from 1983. As a fund development professional, Krause raised over \$20 million dollars in 15 years full-time experience on staff or as a consultant.

An experienced writer and trainer, Krause co-authored Marketing Christian Schools: The Definitive Guide in 2006, which is used by over 1500 Christian schools. He has developed three seminars on Christian school fundraising and marketing, which have been given over 100 times, and authored the 65-page monograph, Succeeding at Major Gifts. In addition, he has pioneered a marketing coaching program used by over 100 Christian school leaders.



As a researcher, Krause developed both the Parent Satisfaction and Referral and Differential Diagnostics reports, which have been taken by over 48,000 Christian school constituents. Through this research, GraceWorks has normed parental satisfaction and willingness to refer for Christian schools in North America. At present, GraceWorks is working on innovative research to help Christian schools accelerate the process of increasing satisfaction and subsequent word of mouth referrals.

In addition to marketing and fundraising, Krause continues to develop organizational and personal expertise in other areas that strengthen Christian schools, including visioning, boardmanship, leadership, volunteer mobilization and training, and fiscal management. Krause was certified twice as a fundraising professional by NSFRE (now AFP.)

Krause has spoken at a variety of national and regional conferences, including the National Catholic Educators Conference, Lutheran-Church, Missouri Synod regional conferences, as well as conferences for ACSI, NAUMS, and ELCA.

Krause is a 1993 graduate of Fuller Seminary, School of World Missions, focusing on leadership, church growth, and cross-cultural missions. He has completed one year of a Ph. D. program at the University of Colorado, Colorado Springs, in educational leadership, research and policy. He is a Summa cum laude graduate of Concordia Teacher's College, Seward Nebraska.

Prior to founding GraceWorks, Krause worked for a variety of missions agencies. Altogether, Krause has led 22 capital campaigns as a consultant, staff director, or lead volunteer. In the mid-90's, Krause helped develop the "Tell-it" public relations kit, primarily to help churches and schools bring "good news" to local television news. With a strong computer background, Krause helped develop two fundraising companion programs for Goldmine for Windows, a robust sales and marketing tool, and a Excel-based program to exquisitely personalize direct mail for over 100 typical donor situations, all in one print run.