

## Shelby LaMar



Shelby LaMar, Consulting Vice President, serves clients within our independent school practice area. He has more than 20 years of experience within this sector including managing capital campaigns, annual funds, and advancement services, as well as communications and marketing development, including writing proposals and developing case statements.

Shelby has served for nine years at Lancaster Country Day School (LCDS) as the Chief Advancement Officer where he oversees development operations, campaign management, and constituent relations for the 550 student, P-12, independent day school. During his tenure, he has prepared the school for its two largest capital campaigns, expanded the school's endowment, expanded the reach of the school's network, participated in strategic planning and collaborated with the communications team to broaden development messaging and intensify the its presence t in social media.

Prior to LCDS, Shelby served as the Associate Director of Development at St. Stephen's and St. Agnes School (Alexandria, VA). In this role, he collaborated with the Development Director and key volunteers to raise major gifts, recruit and manage talent, design direct mail, oversee leadership annual giving, and write grant proposals for local and national charitable foundations. Outside of education, Shelby has also provided development counsel for healthcare, religious, and educational organizations.

Shelby has presented nationally at the Council for Advancement and Support of Education/National Association of Independent School annual conference. At the regional level, Shelby has spoken at Association of Independent School of Greater Washington (AISGW) and Association of Delaware Valley Independent Schools (ADVIS).

Shelby received his bachelor's degree from Washington and Lee University and earned his MBA from Elizabethtown College and knows independent schools both as a parent and a lifer at his own alma mater.