

## CAMPAIGN FEASIBILITY STUDIES

Often considered no more than a tool to determine whether or not to embark on an intended capital campaign, well-designed campaign feasibility studies help to determine realistic goals as well as specific ways to increase an organization's fundraising effectiveness and results. Candid comments and appraisals from potential major donors and volunteer leaders offer valued insights into planning a successful fundraising campaign. Both the value and validity of this advance assessment is dependent, in large measure, on thoughtful and thorough preparation in the following key areas.

### ***Preliminary Campaign Case***

First and foremost, a concise and clearly articulated statement of the essential rationale needs to be developed with projected costs for funding proposed new buildings, facility renovations, endowment, and major programs. This initial "test" case eventually will be refined to reflect candid observations of individuals interviewed during the study.

### ***Interviewees***

Individuals to be personally interviewed should be identified based on the following judged characteristics:

- prior involvement with/expressed interest in the organization and its fundamental mission;
- financial capacity to make a major gift commitment in an anticipated capital campaign;
- ability and willingness to persuade others to support the organization and its funding objectives;
- prominence in business, civic and/or philanthropic leadership.

### ***Budgetary Commitment***

Following the Feasibility Study the organization's leadership needs to ensure that sufficient budget can be made available to carry-out a recommended action plan which may include adding professional fundraising staff and/or campaign counsel, campaign materials and presentations, as well as campaign data base management.