



FEASIBILITY STUDY

Before embarking on the active fundraising in your capital campaign, you need a reasonable goal and a plan that will lead to success. A Feasibility Study is a critical pre-campaign assessment, in which a cross-section of your community – your donors, volunteers, and other supporters – is interviewed and provide feedback about your project. The information gathered in these interviews is compiled into a report and used to set your financial goal and build the plan to success.

OVERVIEW

There are several key factors that determine the success of your project:

- **Your Case for Support:** Is this a project your community and donors will support? Are there adjustments you need to make?
- **Donor Pool:** Are there sufficient donors at the necessary giving levels to support the campaign goal? If not, what is an appropriate goal? Can we recruit enough new donors to reach a higher goal?
- **Leadership?** Can you recruit the right leadership in the community to excite the community and recruit new major donors?
- **Organizational Capacity:** Do you have the right staffing level to be successful? Do you have the tools and processes in place to support the effort?

In essence, the results of the Feasibility Study will reveal very valuable information about the size, scope, and path to success for your capital campaign. The interviews are conducted by someone outside of the nonprofit (a consultant) and are confidential. Once the interviews are completed, you'll receive a written report detailing the findings, along with recommendations for moving forward. The whole process is about putting you in the best position to succeed!

WORK STEPS

Here are the steps involved in conducting a Feasibility Study.

1. **Identify the issues.** Your organization's leaders will meet with the Get Fully Funded team to discuss your project and specific issues and challenges.
2. **Draft the materials needed.** The Get Fully Funded team will draft a questionnaire to use in the interviews to make sure each prospect is asked the same questions. The team will also create a campaign gift table, which identifies the number of gifts needed at various amounts to reach the campaign goal. Organizational leaders will provide information about the organization and the campaign to be shared with the interviewees.
3. **Create a list of interviewees.** The Get Fully Funded team will provide some basic guidance to identify the people to be interviewed, including current and past donors, current and past Board members, key community members, VIPs, program clients, and others as deemed appropriate. Organizational leaders will make a list of stakeholders to interview, with help from the Get Fully Funded team. Ideally, we'd like to interview between 15 -25 people to get a complete picture. Individual interviews are conducted via Zoom or face-to-face meetings and should take approximately 45 minutes to one hour each.
4. **Arrange the interviews.** Your organization will contact the interviewees and set up appointments. To accommodate everyone's schedule, we'll offer both daytime and evening appointments. Depending on the number of people and their availability, it may take 2-3 months to conduct the interviews. Ideally, we would finish the interviews in 60 days.
5. **Identify additional interviewees.** As interviews are conducted, there may be other names suggested to be interviewed in order to provide a full and accurate picture of the organization's readiness for a campaign. Usually this means an additional 2-5 interviews, and they should be set up and conducted as quickly as possible.
6. **Prepare the report.** Once the interviews are completed, the Get Fully Funded team will review and compile the data. Typically, it takes 1-2 weeks to review and sort the information obtained from the interviews and prepare the written report.
7. **Present the report.** The Get Fully Funded team will present the report to the Board of Directors, answering any questions and making recommendations about the campaign. You can expect your report to be anywhere from 20-40 pages and packed full of useful information.
8. **Next steps.** The Get Fully Funded team will work with organizational leaders to put together a plan for the next phases of the campaign.

It typically takes about 90 days to go from start to finish. At the end of the feasibility study, you will be able to confidently move forward on to the next phase of your campaign with feedback from your donors and a plan to succeed.

Ready to schedule YOUR Feasibility Study? Email our Capital Campaign Specialist, Gary Drinnen, at gary@getfullyfunded.com to get started.