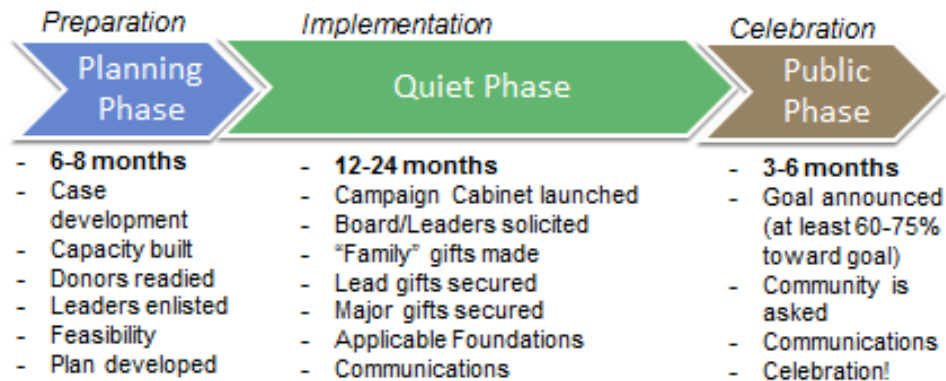


Feasibility Study | Campaign Feasibility Study Considerations

Sample Timeline:



Types of Major Campaigns:

- Capital Campaigns (typically building "bricks & mortar")
- Endowment Campaigns (for endowment or reserve funds)
- Comprehensive Campaign (include both of the above types + Annual Fund)

Feasibility Study Components:

Need assurance that the philanthropic leader/donor marketplace is prepared to contribute resources for your campaign? Our feasibility study process interviews top supporters to build confidence, and presents findings in a clear, effective, substantial, and comprehensive written and verbally presented report format.

1. **Feasibility Study Planning and Organization** – Beginning with drafting a strong case for support and considering the list of interviewees, studies start quickly to keep leadership engaged in the process.
2. **Feasibility Study Implementation** – Interviews are secured, scheduled and conducted in the most efficient and effective manner.
3. **Feasibility Study Analysis and Report of Findings** – Findings are reviewed and presented building the full engagement and support of the organization.
4. **Ongoing Campaign Management Options** – Upon completion of the study and review of the findings, recommendations for campaign planning and implementation will be presented.

*Optional: **Online Surveys** can be used to gain input from a larger group of stakeholders.

More Information is available here: <https://capdev.com/what-we-do/philanthropy/>

Use of Counsel:

Engaging campaign counsel helps drive the work of the campaign, so usually campaigns who employ professional counsel are completed sooner than those who do not contract with paid counsel. Hiring counsel also provides an enhanced measure of credibility for the campaign.