

# What to Look for in a Feasibility Study

A feasibility study provides vital answers to help an organization create and run a successful fundraising campaign. By conducting a feasibility study, an organization can receive a third party perspective on the organizations upcoming campaign or project.

Here are some questions a good feasibility study should help you answer.

## How much money can you expect to raise in a capital campaign?

- What are donors willing to do to aid your organization in achieving its goal?

## Who are your potential volunteer leaders?

- Who might be able to partner with staff to make the campaign a success?

## What are the perceptions of your organization among your constituents?

- How do donors connect to the leadership of your organization?

## Are there underlying issues impacting your organization's potential for success in a campaign?

- What might be out there that could maximize your giving?
- Are there challenges that could cut back on the amount of gifting you are likely to receive?
- Are there issues impacting your constituency of which you need to be aware?

## What are the broader questions that need to be asked specific to our organization?

- How can we position this campaign to be successful today and set the stage for long term growth?

## JGA's Customized Feasibility Study Approach

### Face to face interviews with clients

- Yield more insights and builds closer relationship to volunteers and donors.

### Tailored selection of questions

- Takes into account your organizations history and current situation.

### Detailed, custom plan developed specifically to meet your organization's needs

- No cookie cutter approach.

### 90 – 120 day intensive process

- Thorough study of the aspects that could impact your campaign.

### Committee/Volunteer involvement

- Goes beyond donors to involve committees, staff and other constituents important to your success.



your guide in philanthropy

