



# Feasibility Study: **Your Key to a Successful Campaign**

## How much can you really raise? Are your constituents ready to support a campaign?

There is a lot to consider before jumping into a campaign—but you don't have to go it alone.

A feasibility study will help you find the answers—it will gauge philanthropic support and help you to develop future campaign strategy. A well-executed study can also do much more:

- give prospective donors a voice, **involving them from the very beginning** in the planning of the campaign.
- explore who might be **good volunteer leaders** for your campaign.
- provide **insight into key donors' perceptions** of your organization and the potential projects being considered.
- help you create **individual prospect strategies** from insights gained from interviewees.

**Most successful campaigns are based on a small number of lead and major gifts along with a broad array of smaller gifts. National campaign research finds that 10% of donors contribute 90% of campaign funds.**

That is why a feasibility study should focus on your top donors and prospects—having high-level, confidential conversations with those who have both a strong interest and the capacity to give at lead or major gift levels.

### **JGA's Customized Approach:**

- builds closer relationships with volunteers and donors through face-to-face interviews
- approaches interviews as conversations framed by questions tailored to your unique situation
- provides findings, recommendations, and a custom action plan
- engages committees, staff, volunteers, others



These interviews are a part of cultivating your donors. Consider inviting:

- Key past and potential supporters
- Current and former board members
- Representatives of key groups
- Community leaders
- Corporation and foundation representatives

## 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 help your organization achieve its vision?
- 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 giving?
  - Are there challenges that could reduce the amount you might be able to raise?
  - Are there issues impacting your donors of which you should be aware?
- What are the broader questions that need to be asked specific to your organization?
  - How can we be successful today and set the stage for long term growth?

---

*"A feasibility study is a vital component of campaign success because it helps to gauge philanthropic support and establish future campaign strategy and activities."*

*—Ted Grossnickle, Founder and Senior Consultant*

---

## DISCOVER FOR YOURSELF.

Johnson, Grossnickle and Associates (JGA) is a premier national provider of philanthropic and strategic consulting solutions for nonprofits—yet, more importantly, we are your authentic partner, empowering you to make your corner of the world a better place.