



Feasibility Study Preparation

Prior to CapDev's engagement to launch a feasibility study, clients can prepare by considering the following:

1. **The List** - Begin developing a list of top prospective donors/leaders to interview for the study. Consider not only current top donors, but also potential donors with whom you would like to connect, including foundation and corporate leaders.
2. **The Committee** - Consider names for inclusion on the Feasibility Study Committee, a small committee (6-8 people) to serve only through the process of conducting and sharing the study. Include some staff and some board members, some who will likely remain and serve on an eventual Campaign Planning Committee to be formed later.
3. **The Case** - Start to craft the components of the case for support, such as campaign objectives and documents/statements to support the reason for raising funds.

Consider the following questions in beginning to formulate the elements of the case:

- Why make a gift in support of this organization?
- Why support this campaign at this time?
- What is meaningful about this effort to this community?
- Why would it matter if this campaign didn't happen?
- What facts will donors want to have answered?

