

## What is the purpose of a Feasibility Study?

To significantly improve the probability of a successful campaign by measuring the essential fundamentals of campaigns, including: an inspiring project, bold leadership, major donors and campaign infrastructure.

## How is a Feasibility Study conducted?

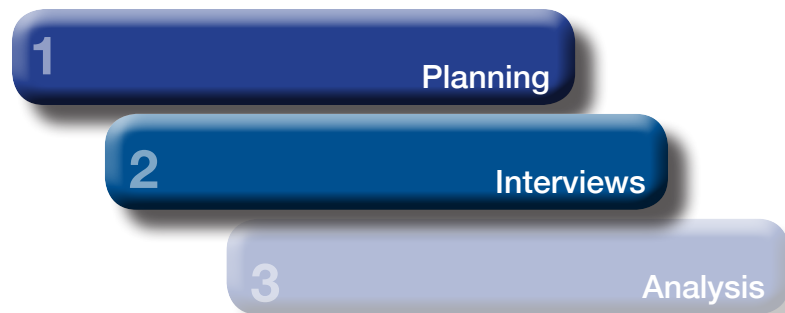
Key benefactors are engaged through personal interviews to preview your planned project and gauge their interest in supporting it with a charitable gift.

## Where does the Study fit in?



## What are the steps of the Study?

A feasibility study is generally completed in four months.



## What are the Study outcomes?

- What is a reasonable campaign goal?
- How long will the campaign take?
- What do your donors like about your plans? What concerns them?
- Who will likely make the largest gifts to your campaign?
- Who will be your most engaged and effective fundraisers?
- What opportunities and challenges will you encounter?

