

## **SAMPLE Feasibility Study Proposal to CAMP from CONSULTANT**

### **Introduction:**

The purpose of a feasibility study is to assist an organization planning a large project in evaluating the chances of the project's success before the project begins. The study allows the organization to determine what can be realistically accomplished in a campaign and indicates the most effective means of reaching the campaign goal.

Feasibility studies are generally conducted by professionals who gather data and examine and weigh many factors that affect the outcome of a project.

Specifically, a fundraising feasibility study will consider in detail an organization's potential to raise funds for a particular project through a capital campaign. A well-done fundraising feasibility study will help the organization make the right decisions about conducting a capital campaign before planning for the project has progressed very far.

A fundraising feasibility study:

- Assesses the amount of money that can probably be raised for a project
- Outlines the most effective fundraising strategy
- Assesses the organization's readiness for a campaign
- Makes recommendations for a realistic and appropriate campaign goal
- Presents a preliminary campaign time-table
- Provides additional insights about how the organization is viewed by its constituents such as alumni, current and potential supporters, and community leaders

In general, the study will indicate what amount of money will most likely be raised and outline how the organization should prepare itself for carrying out the capital campaign. A study may highlight aspects of the organization that need to be strengthened and suggest concrete ways to address those issues.

Additionally, a feasibility study is an excellent way to involve and cultivate donors and leadership for the campaign. The study consultant becomes an ambassador for the organization to the community at large.

A feasibility study cannot be successfully undertaken before a general plan and clear outline of the project has been developed. Before a study is undertaken, the following aspects of the project should be known:

- What does the project accomplish?
- How will the project be realized?
- When will it be completed?
- How much will it likely cost?
- How will it be paid for?
- What is the campaign goal?
- Who are the key individuals on whom the success of the project depends?

Generally, answers to the above questions are included in an initial draft of the project's Case for Support, a concise document that describes the community needs an organization intends to address with the money it raises and a plan to satisfy those needs.

### **The Proposal:**

Consultant proposes to conduct a Fundraising Feasibility Study (the Study) for CAMP (CAMP) in the months of July – October 2011.

The Study will evaluate:

- CAMP's reputation in the community
- Effectiveness and reputation of the CAMP Executive Director
- Strength and giving potential of the CAMP Board of Directors
- Willingness of the board and volunteers to work on the campaign
- Size and depth of the donor database
- Potential for lead gifts

The Study will answer the following questions:

- Is the project perceived as important in the community?
- Does the project make sense?
- Are the plans appropriate for CAMP and the community?
- Does the project have a strong chance of succeeding?
- Will major donors in the community lend their support to this project?
- How much is CAMP likely to raise for the project?
- Who are the key people whose participation is crucial for success?
- What are the best approaches and strategies for success?
- Is there sufficient staff to conduct a campaign properly?
- How much is the campaign likely to cost?
- What is a reasonable timeline for the campaign?
- What must CAMP do to get ready for the campaign?

The Study includes three major stages:

1. Study Groundwork - development and review of materials and CAMP internal operations including:

- Case for Support
- Project Budget
- Table of Gifts
- Donor Database
- By-laws
- Board minutes
- Alumni Activities
- Financial Statement and Audits
- Marketing materials – annual report, brochures, collateral pieces

2. Information Gathering

- Preparing interview questions
- Develop subject list
- Scheduling interviews
- Meeting with interview subjects

3. Report Preparation and Presentations

- Assembling and analyzing findings
- Presenting results to CAMP leadership team and full board

Leadership Team responsibilities:

In conjunction with CONSULTANT, the leadership team will:

- Develop Case for Support, project budget, and gift table
- Develop list of people to be interviewed
- Review questions consultant intends to ask during interviews
- Draft a letter to be sent to interview prospects prior to scheduling interviews
- Schedule interviews based on availability of the consultant
- Meet with consultant for an update around the midpoint of the interview period
- Review the draft report

CONSULTANT responsibilities:

- Review Case for Support, project budget, gift table and additional items outlined in Study Groundwork
- Review list of potential subjects
- Provide interview questions and prospect letter for scheduling interviews
- Conduct up to 30 interviews of subjects in CAMP REGION
- Conduct interviews outside of CAMP REGION – to be determined
- Present comprehensive Feasibility Study Report to the Leadership Team and Board