



Feasibility Study Overview

Are you considering launching a capital campaign? Detroit Philanthropy can help! By undertaking a Feasibility Study, we can arm you with vital information to help ensure your success!

1) ASSESSMENT PROCESS

- Convene internal stakeholders for campaign overview
- Review pertinent organizational information
- Review campaign plans, budget, timeline, etc.
- Analyze key data related to donor contributions and fundraising trends
- Develop draft Case for Support in conjunction with client
- Develop list of interview participants. Include a mix of individual, foundation and corporate donors.
- Populate a gift chart based on projected campaign goal.
- Interview 20-40 identified stakeholders to garner feedback on the Case for Support, assess propensity to give, determine interest in leadership roles, and gauge overall project buy-in. Number of interviews dependent on size of campaign goal.
- Draft final report, which would provide a roadmap for successfully implementing a campaign.

2) REPORT ELEMENTS

- Analysis and recommendations related to:
 - Case for Support
 - Campaign Leadership
 - Donors and Prospects
 - Reputation and Awareness
 - Fundraising Infrastructure (procedures, staffing, etc.)
- Suggested campaign timeline
- Gift chart with identified prospects at corresponding levels
- Campaign organization chart
- Sample job descriptions for campaign committee



3) FEASIBILITY STUDY TIMELINE

- With a developed Case for Support: 3-4 months
- Without a Case for Support: 4-6 months

CONTACT US

Learn how we can help you help others.

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