

The key to conducting a valid and successful feasibility study is that you visit with “the right” sources. This is essential.

You want to meet with men and women who can make or influence large gifts. This is the overriding criterion.

If you interview the proper sixty or so influentials and affluentials, you will be talking with those who will likely comprise 60 to 70 percent of your campaign goal.

That’s the key. The right 60 or so sources. If you don’t have the right universe, you might as well not conduct the study.

But, ah . . . if you do have the right group, you will have a fail-safe blueprint for your campaign. And as an added bonus, a powerful cultivation step.

Here are the deliverables.

What is the public image of (your organization)? Do leaders understand your mission and outreach? Are they aware of your programs and impact? Do leaders believe your delivery meets the needs of troubled young people in the region (or the health care needs, or the educational needs, or whatever)?

How strong is the case for the proposed campaign program?

Does top leadership within your constituency and the region feel the program meets a valid need?

Is there dramatic and emotional appeal— Is the project sufficiently compelling to merit and win the necessary financial support? Does leadership feel there is an urgent need for (whatever is comprised in the program)— sufficient to move the program forward?

What is the overall economic and fundraising environment in the area? What are the current attitudes of leaders regarding the economy? Does the unrest and an unsettled economy impose a negative or limiting impact on the proposed campaign? Are there other major fund drives in the area, in progress or anticipated, that might interfere with your project?

What is the attitude regarding your leadership? Among those we meet with, how do they feel about your leaders— members of the Board and the staff? Do they feel there is the influence and commitment to win a campaign effort? Is the regard for the President (CEO) at a sufficiently high level to engender confidence and support?

Is leadership willing to accept major roles in your campaign?

Will key leaders in the area, including your Board, accept important assignments? Will they work with effort and commitment on behalf of the program?

What level of financial support can you expect for the project? Is the goal of (\$ amount) realistic? Who are the top potential sources of support? How much support can be counted on? What should the goal be?

What is the proper timing and strategy for the campaign? What must be done to assure the success of your effort? What should be the *Action Plan* and schedule for the campaign?

How soon can a campaign be launched which has the greatest potential for success? What steps must be taken now to lay the foundation for a winning effort?

As you can see, every possible vital element for a successful campaign is covered and answered in the feasibility study. No important issue is left in question.

You are now on your way to a winning campaign.

Jerry Panas