

## Feasibility Study Preparation and Strategy Development



Church Campaign Services (CCS) is pleased to be a partner with you as your church claims an expanding vision for its mission and ministry

Conducting a pre-campaign feasibility study is a key step in financial campaign planning. When a constituency is large, it often tends to be diverse and disconnected. It is therefore difficult to assess the real level of interest and support that exists for a campaign without intentional study.

A well-designed feasibility study explores the commitment of members and friends to support the mission and ministry projects to be included in the campaign. Data gleaned from the Feasibility Study will also serve as the foundation for designing a campaign that will capture the enthusiasm and support of potential donors as well as create a sense of ownership among constituents.

### Preparation for the Study

The church must establish the following before beginning the feasibility study process:

1. Select a study Advisory Committee
2. Propose Objectives for the Study
3. Prioritize the list of projects to be supported by the campaign with dollar amounts assigned to each area (Narrative Outline)
4. Develop a strategy for using various feedback techniques

### **Advisory Committee**

This committee will serve as a resource to the consultant for the feasibility study. This committee may be an existing committee or may be created for this task alone. Your consultant will advise you on this step.

### **Study Objectives**

Working with your consultant, the advisory committee needs to agree on Study Objectives such as:

- To test the awareness of the mission needs of the church
- To discover the level of support for the proposed campaign among key leaders in the congregation
- To identify questions and concerns about the campaign

- To assess major gift potential
- To identify potential campaign leadership
- To determine an appropriate dollar goal for the campaign

### **Narrative Outline**

The advisory committee must designate one or more individuals to write a narrative outline for the campaign objectives. This may be an adaptation of an existing document or created solely for this study, but it is an essential building block to the Study. This will serve as the Test Case for Support, shown to interviewees and those who complete the survey.

### **Strategy for Interviews and Feedback**

There are three common techniques used to gain feedback during a Feasibility Study. Your consultant will assist you in setting a strategy for utilizing one, two, or all three of these methods in your particular study.

#### **1. Small Group Meetings**

Small group meetings are generally utilized to gain feedback and create an excitement for a coming campaign. The advisory committee, meeting with the consultant should decide on the scale and organization of these meetings.

#### **2. Survey**

A survey can be used to gain broader understanding, especially when small groups are not used. The survey can be delivered online and in print.

#### **3. Consultant Interviews**

Interviews provide the fullest feedback possible in a Feasibility Study. The Advisory Committee identifies approximately twenty individuals/households to be personally interviewed by your consultant. These should represent the more influential members of your congregation. Interviews will also include key staff members. The advisory committee will be asked to assist in setting up these interviews and choosing the consultant's onsite dates for this phase.

Each of these steps is essential to creating the best environment for meeting the objectives of the Study before a campaign should be launched. Your consultant will work with your Advisory Committee to assure that your Study provides the best results possible, preparing your church well for a subsequent campaign.