

# FREQUENTLY ASKED QUESTIONS.....

## *ABOUT PRE-CAPITAL CAMPAIGN FEASIBILITY STUDIES*

Our church is conducting a Feasibility Study as the first step in a possible capital fundraising campaign which would help with future facilities expansion.

### **Q. Why do we need to conduct a pre-campaign feasibility study?**

A. The study will provide the church leadership with important information necessary to helping them decide whether to go ahead with a capital campaign at this time or in the future.

The Feasibility Study will:

- Educate key leaders about our church's plans, and how those plans will benefit our congregation and the community.
- Build relationships with potential donors to a campaign.
- Identify strengths and challenges of the church in taking on the capital project at this time.
- Determine a reasonable goal for fundraising.
- Identify potential leadership for a campaign.

### **Q. How does the Feasibility Study work?**

A. The interviews are conducted by experienced consultants on a confidential, objective basis. These interviews provide information that is not always forthcoming in a public or group setting, with friends and associates, particularly when revealing names of possible campaign leaders, donors or the interviewee's own possible campaign contribution. In addition, the consultants are able to learn much from those who are interviewed regarding their personal commitment to the church.

A Feasibility Study Report will then be presented to the church leadership. The report will not attribute any particular statement to any one individual, but will present overall findings, trends, and fund-raising potential, as well as offer recommendations on next steps.

### **Q. How long does the Feasibility Study process take to complete?**

A. Two to three days of interviews at the church, and two to three weeks to prepare the report.