

Feasibility Study

Feasibility Study – Purpose:

- 1) To gather honest opinions
 - Project – its strengths and weaknesses, problems
 - Mood of the parish
 - Awareness and receptivity to the project
 - Initial giving level of key individuals and volunteer support
 - Recommendations for major gifts and leadership
- 2) To set a financial goal
- 3) To identify leadership and strong supporters

Potential Questions for Feasibility Study

- How familiar are you with the parish?
- Has the parish changed in the last ten years?
- What is your reaction to this change?
- How do you view the overall image of the parish?
- How well does the Parish accomplish its Mission?
- Have you read the preliminary Case statement describing the project under consideration?
- On a scale of 1-4 with 1 being the lowest how supportive are you of the goals of the project?
- What is the most appealing aspect of the project?
- Think of your 3 closest friends in the parish. How do you think they are responding to the project and the proposed fund-raiser?
- What advice do you want to give to the parish leaders?
- Do you think it is possible to raise \$? in this Campaign?
- If not, how much could be raised over a three to five period?
- Would you make a gift to the Campaign?
- If so, at what level? (A gift chart would be presented)
- Do you know of individuals who might be capable of giving a significant gift to this campaign?
- Who would be good leaders for this campaign?
- Would you volunteer? In what capacity?