**Fundraising Feasibility Assessment Final Report**

**Prepared for the**

**DATE**

#### Introduction

The following report is an in-depth accounting of the results of the Feasibility Assessment Survey, outlining the findings and recommendations. The findings are a thorough description and analysis of the observations and findings in accordance with the information provided by the answers of questionnaires from # interviews with # individuals.

The primary goals in conducting the survey were to:

* Gauge the current views of the community on the (your organization).
* Gather information on the amount of money that could be raised in support of the proposed………...
* Assess ……………..
* Add more…………

##### Study Process

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A Prospectus (if created) outlining the plans for (your organizations’) plans………… was (e-mailed or mailed) along with a letter of invitation to potential participants. A questionnaire was then mailed to (# of people) and (# were filled out). The recommendations are based on the themes and issues that emerged from the answers of the questionnaires.

## Table of Contents

[Introduction......................................................................................................................... Table of Contents................................................................................................................](#_Toc68517) [Executive Summary](#_Toc68518)

[Summary of Key Findings](#_Toc68519)

[Summary of Recommendations](#_Toc68520)

[The Study](#_Toc68521)

[Findings and Observations](#_Toc68522)

[Evaluations and Recommendations](#_Toc68527)

[Financial Support for a Capital Campaign (campaign goal)](#_Toc68528)

[Plan Evaluation](#_Toc68529)

[Recommendations](#_Toc68533)

[Sample Campaign Timetable (#months)](#_Toc68534)

Appendices

* List of Participants
* Participation Request Letter
* Prospectus
* Questionnaire

## Executive Summary

Staff and (internal stakeholders…..) assisted in identifying the targeted interviewees to file out the questionnaire, including (name the organizations and individuals).

In total, # of individuals participated in the Feasibility Assessment provided feedback on the plans (of your organization).

The results have been compiled and are presented here in this report.

### Summary of Key Findings

### 

### Summary of Recommendations

# The Study

## Findings and Observations

In this section of the Report, we provide a summary of our findings derived from # interviews conducted with # individuals.

Each participant filled out the questionnaire with # questions. .

Background of the Interviewee

|  |  |  |  |
| --- | --- | --- | --- |
| Internal  (Board Members)  (Volunteers) |  | External |  |

1. Question # 1 …………………………………………..

Insert the answer with graphs and charts

Add your personal comments

1. Question # 2 …………………………………………..

Insert the answer with graphs and charts

Add your personal comments

3. Add all the other questions

#### The Plan

Campaign Goal tested was $................

**Observations:**

The participants that filled out the questionnaires were (fairly, greatly) optimistic about the ability to raise ($.......goal) with……% believing it was possible.

What would you recommend as the best timing for this Campaign and why?

**Observations:**

What should the (name of your organization) do to ensure that it has a successful Campaign?

**Observations:**

Add more observations

# Evaluations and Recommendations

## Financial Support for a Capital Campaign

How do the responders of the questionnaire feel about the tested campaign goal?

The result of the survey clearly indicates that the stated goal of raising $.... - million is realistic and achievable.

An important factor to consider is the level of commitment expressed by participants for the (proposed project(s). Explain the results.

In total, …..% of participants felt this project(s) would rank as a high, medium, or low.

## 

People give to causes. (How do you feel the responded felt about your current and proposed project(s) and initiative(s)?

……….% of respondents indicated that they would be willing to volunteer for the campaign. Explain.

.

## Recommendations

The following recommendations are based on:

1. We recommend that (your organization) set a campaign goal of $....... for a one, two, three, four, or five-year pledge period.

1. (Your organization) should commence as early as (month and year).

1. We recommend that a Core Committee be recruited to develop:

* A preliminary plan (including the campaign goal, timeline, and name of campaign)
* Starts creating the list of names for lead gifts
* Identify and agree on who should be the Campaign Chair
* Start the recruitment process for the Campaign Chair

1. Fundraising efforts should focus first on leadership gifts of ($.........) (may want to add the gift chart) during the Quiet Phase of the campaign.
2. We (I) recommend that the Campaign Director should be………..
3. Strong (or targeted) communications efforts must be made to prospective donors to clearly articulate the need for the campaign.
4. The campaign should follow the following timeline:

* Quiet Phase (……..months)

- Pre-Planning

- Planning

* Kickoff Event (approximate month)
* Public Phase (……months)
* Wrap U Phase (……month(s)
* The full timeline for the campaign will be (……)

1. Since almost everything will be done in-house, the operating budget for the campaign should not exceed (……$)
2. Add more recommendations if necessary……..

## Sample Campaign Timetable (…..months)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 | Month 13 | Month  14  /15 |
| **QUIET PHASE** | | | | | |  |  |  |  |  |  |  |  |  |
| **PRE-PLANNING**  **- (action items)**  **-**  **-**  **PLANNING**  **- (action items)**  **-**  **-** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cultivation & Solicitation Activity** | | | | | |  |  |  |  |  |  |  |  |  |
| Leadership/Major Gifts |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cultivation events |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **KICKOFF EVENT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | |  |  |  |  |  |  |  |  |  |
| **PUBLIC PHASE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | |  |  |  |  |  |  |  |  |  |
| **WRAP-UP PHASE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Appendices**

#### List of Participants

* Request Letter to Complete Questionnaire
* Questionnaire
* Case Statement

#### List of Participants

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | |  | Organization | Constituency |
|  | |  |  | Internal |
|  | |  |  | External |
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#### (Sample of the Request Letter to Complete Questionnaire)

#### (Sample of Your Case Statement)

#### (Sample of Your Questionnaire)