

Philanthropy Burn

Feasibility Study *Speed Round*

- ✓ *Validating goals*
- ✓ *Testing perceptions*
- ✓ *Building relationships*

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Ovation Fundraising Counsel



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Welcome!

If you work for, or volunteer with, a non-profit organization that needs help with fundraising - be it the annual campaign, capital project or resource development planning - Ovation Fundraising Counsel would like to hear from you. Let's talk about how we might work together to help your organization achieve your resource development goals.

"In our search for the best person to guide Cobscook Community Learning Center through the new work of succeeding with a major capital campaign, all compasses seemed to point towards Lisa. Our awareness that we made the right choice is reinforced with each day that we share the journey with her. She is masterful in her skills and a celebrated member of the team."

**Alan Furth, Executive Director
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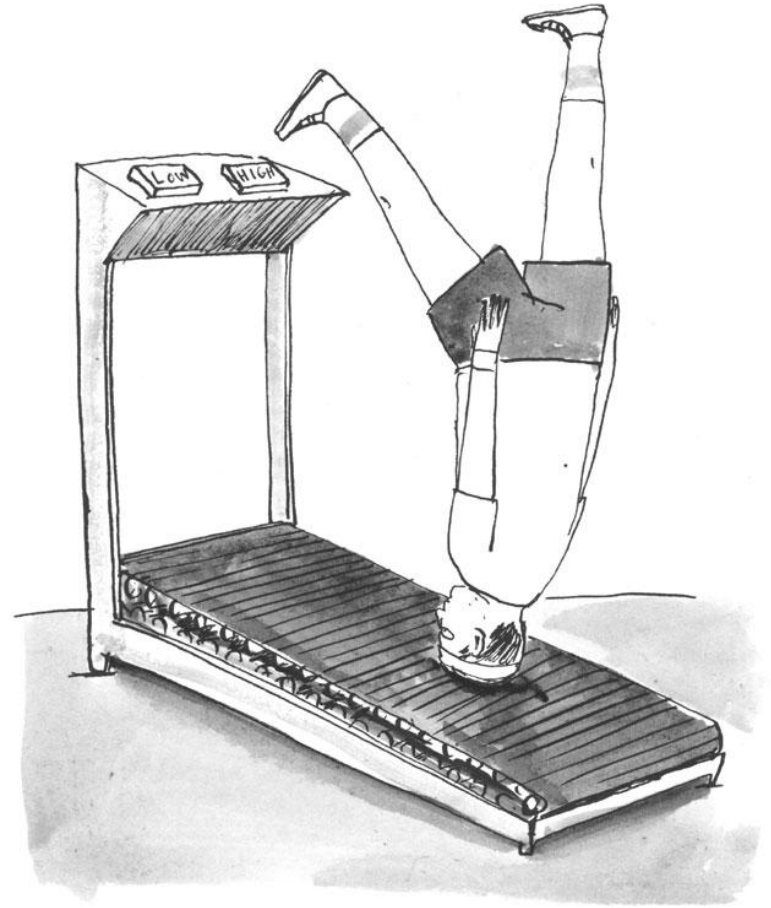
Exercising your BRAIN *and* BODY



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Philanthropy Burn

Feasibility Study *Speed Round*

- What is it?
- Why do it?
- What does it look like? Feel like? Sound like?
- Who to ask?

What is a feasibility study?

1. First step in launching any major nonprofit fundraising campaign.
2. Series of interviews (approx 30-40) with individuals/couples lasting ~30 minutes.



Why conduct a feasibility study?

- Test your goal \$\$\$



- Test perceptions



- Donor prospecting...

*If you want advice, ask for money.
If you want money, ask for advice.*



EXERCISE YOUR BRAIN



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Feasibility Study *Speed Round*

✓ What is it?

✓ Why do it?

What does it look like? Feel like? Sound like?

Who to ask?

Goal: New Car



1. Tell me about you and your car?
What do you like most about your car?
2. How important is it to drive a *new* car?
3. Is now a good time to buy a new car?
4. I've been doing some research and Consumer Reports gives the Honda CRV 5★★★★★
5. Where does a new car fit in our budget over the next 3 years?

Goal: New Library



1. Tell me about you.
What do you like about the library?
2. How important is a larger/improved library to you?
3. Is now a good time to expand our library?

Goal: New Library



4. The Friends of the Library have been doing some research and here's what they've found (Case Statement).
5. Where does a gift to the Library project fit in your 3-year budget?

EXERCISE YOUR BRAIN



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- ✓ What is it?
- ✓ Why do it?
- ✓ What does it look like? Feel like? Sound like?
- Who to ask?
- What to ask?

Who should be interviewed?

- People affiliated with organization
 - Board member
 - Donor
- People of influence
 - Industry leader (hospital, university, real estate, law, bank, insurance, utilities, construction, technology, manufacturing, food services)
 - Small business (real estate, funeral services, retail, landscaping)
 - Foundation



What should you ask?

- ✓ Perception of organization
- ✓ Perception of volunteer committee
- ✓ Identify prospective donors
- ✓ Individual giving & priority
- ✓ Feasibility of fundraising goal



Onward & Upward!



- ✓ Campaign plan vetted & approved
Community educated & ready
- ✓ Campaign leadership approved & enhanced
- ✓ Donor prospect list enhanced
- ✓ Financial goal vetted & approved

Questions



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