

## **THE STEPS TO IMPLEMENTING A FEASIBILITY STUDY**

The following steps are generally followed:

- 1) The consultant will take the organizational leadership through the exercise of defining the needs to be met by the potential campaign through the creation of a Case Statement for Support. This will include an assessment of total projected costs per project. A model pyramid of giving to achieve this goal will be crafted.
- 2) The consultant will frame the questionnaire for the Study and will solicit the input and ideas of organizational leadership to verify that it will produce the desired information.
- 3) The consultant will assist the organization in identifying the target group for interviews based on a demographically pertinent sample as well as the inclusion of key informants, major givers, and others whose opinions need to be included.
- 4) The consultant will interview several dozen individuals or families – the exact number being determined through the process outlined in #3.
- 5) A packet of information will be assembled for dissemination to all the prospective interviewees prior to the interview. This will include a cover letter from the consultant explaining the Study as well as the Case Statement for Support.
- 6) A local staff member or lay volunteer will contact and arrange the interviews according to available time slots to be supplied by the consultant.
- 7) Following the completion of the interviews, the consultant will prepare a draft comprehensive report of the findings which will be shared with the chair (and whomever else the chair deems appropriate). An opportunity will be given to suggest edits. The consultant will determine which of those suggestions are consistent with the findings and will edit accordingly.
- 8) A final report will be prepared and delivered in person by the consultant to the appropriate governing body of the organization.