



Moving ministries forward, *together.*

Feasibility Study Basics

Engaging people in conversations about a potential capital campaign is worth the effort as it begins to build energy and unity.

A feasibility study is an investment of church leaders' time, but you want your members on board with the projects a campaign would fund, and spending time listening to them to get their feedback and hear their questions/concerns is a critical step towards earning their support. Moreover, you want them to be excited about what your church will be able to do because of the campaign, and a feasibility study gives you the chance to begin building that excitement.

The feasibility study is designed to assess:

- How members view the church
- How members view the proposed project(s) which will be funded by the campaign
- Whether the campaign goal is realistic
- Whether the church is ready to conduct a capital campaign
- Whether there are members willing to volunteer for the campaign

The feasibility study will answer some of the following questions:

- Is the proposed project perceived as important to the congregation?
- Does the project make sense?
- Are donors who have the ability to make major gifts likely to be major contributors to the campaign?
- How much money is the church likely to be able to raise?
- What are the best strategies for the campaign?
- Are there enough people willing to help with the campaign, and will they be dedicated enough to see the campaign through to completion?
- What is a reasonable timetable for the campaign?
- What must the church do to get ready for a campaign?
- What factors will be important for the campaign to succeed?



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The **feasibility study committee** will oversee the progress of the feasibility study, thus having a bird's-eye view of the developing project and process. They are very likely to become thoroughly engaged in planning for the church's growth. The committee will have multiple tasks, which should be carefully explained to potential members before they are asked to serve. These tasks include:

- Reviewing the *case for support*: this document outlines the project which will be funded by the capital campaign, inspires members to give by explaining the vision of the campaign and the church's needs which will be met by the campaign, and motivates members to give now.
- Developing the list of people to be interviewed
- Reviewing the questions which will be asked during the interviews
- Helping draft the letter to be sent to all being invited for an interview
- Reviewing a draft of the feasibility study report before it is presented to the church's Joint Board

Ideally the committee will be a mixture of members (approximately 8) who are already passionate about the proposed project and those who have financial or leadership potential and whose greater involvement would be especially beneficial. Many churches select three or four board members and a few members who are energetic and fully committed to the life of the church. Committee members are often among the first members to be interviewed about the feasibility of the campaign.

The **feasibility study report** will present:

- Process: how the assessment was formulated and implemented
- Findings and analysis: each question asked during the feasibility study interviews is listed, followed by the study's findings and, when appropriate, an analysis of the finding's relevance to the campaign
- Conclusions: for these five categories that are key for the success of any capital campaign:
 - Attitudes toward the church
 - Project awareness and acceptance



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- Campaign support: volunteers
- Campaign support: financial (includes an analysis of the lead gift, top ten gifts, and total gifts, with an average of the three and an amount the church can expect to raise)
- Organizational capacity
- Recommendations: based on the preceding conclusions, made in the following five areas:
 - Preparation for a campaign
 - Strengthening the case for support
 - Campaign leadership
 - Major donors
 - Organizational capacity
- Frequently asked questions by those interviewed
- Confidential supplement: names of those who are willing to volunteer for the campaign or who were suggested by those interviewed.

A well-organized and well-run feasibility study typically takes six-eight months.

Moravian Ministries Foundation is pleased to conduct these studies at no cost.