



MACINTYRE ASSOCIATES  
*partnering for mission*

## CAMPAIGN PLANNING (FEASIBILITY) STUDY

Is your organization considering a major capital campaign? Who knows or needs to know about you, your programs and your plans? In order to prepare for a successful capital campaign you need specific base line information that allows you to make a rational decision to proceed or regroup. At MacIntyre Associates, we believe that knowing what level of support exists for your project and where they may be community questions or concerns about your organization gives you a strong predictor of success and/or the opportunity to make adjustments to your plans before you begin.

### Process

Based on a clear and compelling case for support, a feasibility or planning study gives you an independent third party analysis that:

- Provides information about reactions and responses to your proposed project;
- Identifies loose pieces in your case, resistance which may be encountered, the level of priority your cause holds in the community as well as any concerns there may be about your management or organization;
- Explores the likely sources of major gifts, opinions on your potential for success, and direct reactions from prospects;
- Projects a minimum reasonable goal and breakdown of the size of gifts you should target from prospective donors;
- Provides clues about who might serve as campaign leaders and volunteers and whether the timing is appropriate for your campaign.

### Our Result

Our Campaign Planning (feasibility) study includes sharing a visual graphic version of your case in confidential interviews with your stakeholders. Our comprehensive report includes both statistical and subjective comparisons to established fundraising benchmarks along with potential funding sources and volunteer campaign leadership. The anonymous quotes we provide from the interviews offer you a true flavor of your position within the community and coupled with a suggested timeline for proceeding give you a clear roadmap for your next steps. Throughout, we offer our experienced approach to dealing with your challenges and opportunities as you plan to move forward.

### Call Us

We'd be happy to talk with you about your goals and needs and our approach. We look forward to hearing from you.

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