

Feasibility Study Overview

The feasibility study process is a critical step when planning a Capital Campaign. The study takes the campaign vision and plan to the parish community offering the following benefits:

Cultivation Value – Most often the parish community appreciates the opportunity to be interviewed for a feasibility study. This invitation encourages everyone to begin thinking about the future of the church and their gift, even though a campaign may or may not happen. The study can provide an opportunity for members of the community, who might not otherwise, to get involved and learn about the plan and vision of the parish.

Donors' Advice - The study provides an opportunity to seek the advice of parishioners. The essence of the feasibility study is asking potential donors to provide a measurement of their acceptance of the proposed plan. The community should be in a position to support the proposed capital campaign, which includes being receptive to the idea of having a capital campaign to address the projects in the preliminary case statement.

Discovering Fundraising Leaders and Volunteers - The feasibility study seeks to find leaders and volunteers among the parish community who are willing to assist with the campaign efforts. The study can also identify prospective donors for leadership/major gifts as well as parish-wide gifts and approximate giving levels.

Validity of Preliminary Case Statement - The feasibility study tests the validity of the preliminary case statement among the parish community. It is vitally important to determine whether your parish members understand the significance of the proposed projects and if they will support the vision. Feasibility studies will also identify how well the projects and priorities match the interests and priorities of key donors.

Practicality of Campaign Goal - The feasibility study also tests the practicality of the proposed campaign goal. The results of the study will identify whether the parish members feel the amount of the goal is realistic and achievable. This can offer the pastor and parish leadership, an understanding of how to formulate the campaign goal.

The results of the study are presented in the following format:

- Findings – detailed presentation of the data collected from the personal interviews and mailed surveys.
- Evaluation – analysis of the findings as they relate to the preliminary case statement and capital campaign.
- Recommendations – the steps and actions that need to take place to achieve success in a capital campaign.

Basic requirements for a Parish Feasibility Study:

1. Written permission from the Bishop

A request letter must be submitted to Bishop Frederick Campbell requesting permission to conduct a Feasibility Study. The Office of Development and Planning will provide guidance in composing this letter and obtaining permission if needed. The letter should include at a minimum:

- Purpose of the Feasibility Study and desired parish plans.
- Desired timeline in which to conduct the study.
- Request for permission.

2. In-house Feasibility Study Working Committee

The purpose of this working group will be to support and assist in the development of the preliminary case statement for support, in identifying interviewees and in implementing the feasibility study recommendations.

3. Study Timeline/Calendar

A 10 to 12 week timeline / calendar should be established taking into consideration the parish and specific diocesan calendar of events.

4. List of Potential Interviewees

A list of potential interviewees representing a cross section of the parish community for one-on-one interviews will need to be developed.

5. Communication Plan and Materials

- Preliminary Case Statement of Support
- Survey Questions
- Pastor's Letters
- Bulletin inserts and announcements

6. Parish financial contribution history

The Development and Planning staff is well experienced and well informed of the best practices guided by the *USCCB's Bishop's Pastoral Letter, Stewardship: A Disciple's Response*. A director will support and guide the pastor and parish leadership through every phase of the campaign. For more information, please contact Rick Jeric, Executive Director at 614-241-2550 or toll free at 1-877-241-2550 or email at rjeric@colsdio.org.