

# THE FEASIBILITY STUDY

**T**he feasibility study process is a critical step when planning and determining the readiness of the parish to move forward with a campaign. The study takes the campaign vision and plan, as outlined in the preliminary Case Statement for Support, to the parish community to test its validity, identify leadership, and determine the level of participation and the practicality of the campaign goal.

## **The key questions the feasibility study seeks to assess:**

- ✦ To what extent does the parish community support the preliminary Case Statement for Support?
- ✦ What financial support can be generated from the parish community in a campaign?
- ✦ What type of assistance will current parishioners and new parish community members provide?
- ✦ What is a realistic and achievable financial goal for the planned campaign?
- ✦ What is the level of leadership/major gift support?
- ✦ What type of leadership and volunteers can be established for the campaign?
- ✦ What is the overall plan needed to achieve the maximum giving potential for a campaign?
- ✦ What is the role of the pastor, parish staff, parish leadership and members of a campaign committee?

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

- ✦ **Findings** – detailed presentation of the data collected from personal interviews and mailed surveys.
- ✦ **Evaluation** – analysis of the findings as they relate to the tested case statement and fund raising plan.
  - i. Evaluation of the Case
  - ii. Evaluation of the Leadership
  - iii. Evaluation of the Prospect for Financial Support
  - iv. Evaluation of the Parish Community Readiness
- ✦ **Recommendations** – the steps and actions necessary to achieve success in a campaign.

## Basic requirements for a Parish Feasibility Study:

1. Receive the Bishop's blessing to proceed forward
2. Feasibility Study Committee
3. Suggested timetable/calendar
4. List of 40 to 60 registered households representing a cross-section of the parish community.
5. Communication Plan and Materials
  - a. Preliminary Case Statement for Support
  - b. Survey Questions
  - c. Pastor's Letters
  - d. Bulletin inserts and announcements
6. Parish financial contribution history; including 3 years of parish offertory and Bishop's Annual Appeal gifts and previous campaigns.



The Office of Development and Planning staff is well experienced and well informed of the best practices guided by the USCCB'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 or to schedule a meeting, call 1-877-241-2550, or by email contact: Andrea Pannell, Moderator* [apannell@columbuscatholic.org](mailto:apannell@columbuscatholic.org).