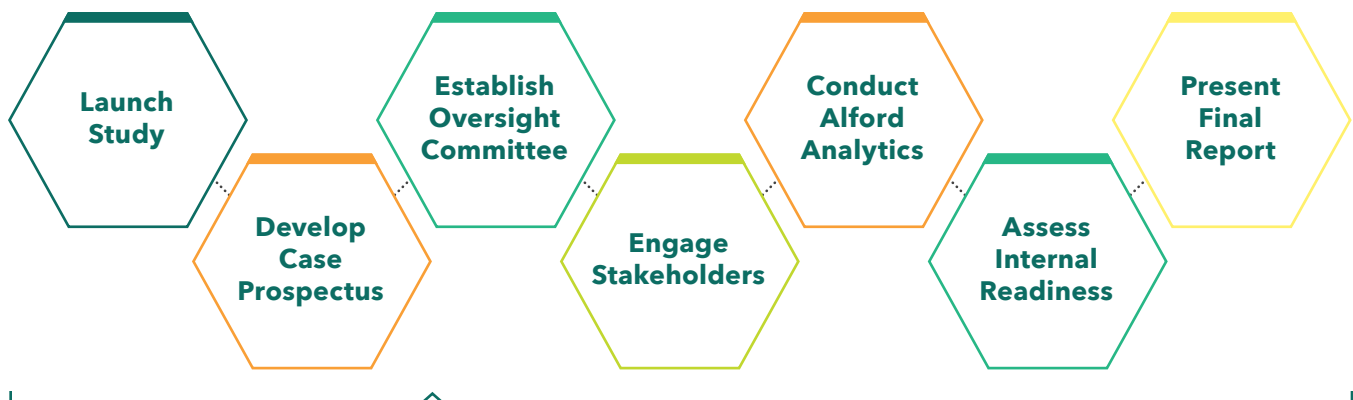


Feasibility Study

Our feasibility study will give you everything you need to prepare for a successful campaign.

Our thorough analysis of key campaign success factors – gift potential, leadership, strength of the case, organizational image, internal readiness, and climate and timing – combined with Alford Analytics, stakeholder interviews and other data gathered will provide your organization with action-oriented recommendations tailored to your specific circumstances.

Methodology



MONTHS 1-3

Articulate philanthropic priorities

Milestones

- Host launch meeting
- Facilitate visioning session
- Complete case prospectus
- Recruit Oversight Committee

MONTHS 4-6

Engage, cultivate, prepare, plan

Milestones

- Complete donor data analysis
- Conduct stakeholder interviews, roundtables and survey
- Complete internal readiness review
- Present comprehensive study report

“Alford Group conducted a feasibility study and provided campaign counsel for our endowment campaign. Their unique process, creativity and integrity not only gave us a successful outcome, but it also developed leadership and momentum beyond the campaign.”

Jonna Ward, CEO, The Seattle Public Library Foundation



Get started at alford.com

Chicago (312) 929-4646

Email info@alford.com

