

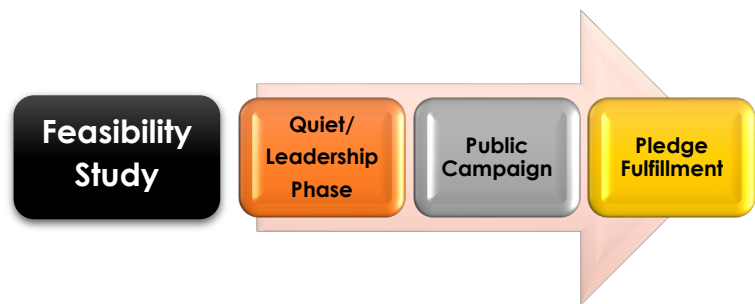
2025 ABHE Annual Meeting

Getting the Right Results from Your Feasibility Study

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This workshop excerpt shares five key steps to produce an actionable feasibility study.

1. **Why?** Starting with "why" in your case for support means beginning with your organization's fundamental purpose and core beliefs - the deeper reason your organization exists - rather than jumping straight into what you do or how you do it.
2. **What?** Clearly articulate the problem or opportunity your organization addresses, supported by compelling data and human stories. Your plan can include property, program, and people.
 - a. Specific, measurable goals, and objectives
 - b. Detailed breakdown of how funds will be used
 - c. Timeline for implementation
 - d. Explain why this particular project/initiative is the right solution
3. **Who?** Survey 30-50 personally and 300-500 through mail and email.
 - a. Link – Interest – Ability
 - b. Look for stewardship focus, heart for ministry, appreciation for the work you do, and relationship openness
 - c. Segment your donor list
 - d. Identify your Top 50 – 100 donors
 - e. Utilize the Top 10 – Next 20 method
 - f. Conduct a wealth asset screen
4. **How?** Develop a brief questionnaire to discover constituent agreement with your case, level of financial support and willingness to volunteer.
5. **Report.** Your report should include recommendations covering
 - a. Campaign phases
 - b. Goal setting and campaign structure
 - c. Leadership recruitment
 - d. Prospect pipeline development

A solid study will lay the groundwork for a successful campaign.

Follow this link for other resources shared during the workshop:

