

## Sample Campaign Feasibility Study Interview Questionnaire

(Questionnaire is in the hands of only the interviewer asking the questions and writing responses)

Individual Interviewed \_\_\_\_\_ Date \_\_\_\_\_

1. How long have you lived in (*Community*)? \_\_\_\_\_

2. On a scale of 1 to 10 with 10 as the most, how familiar are you with (*Organization*)? \_\_\_\_\_

3. What do you know about the (*Organization's*)?

Mission	History
Leadership	Staff
Role in the Community	Other

4. What do you see as (*Organization's*) strengths?

5. What, if any, do you see as potential areas for improvement for the organization?

6. How do you respond to the (*Organization's Proposed Project*) in the Statement of Intention?

\_\_\_ Understand and accept the need for the project as stated.

\_\_\_ Have questions about the need for the project as stated. Explain:

7. What priority in terms of community need would you place on (*Proposed Project*)?

High\_\_\_ Moderate\_\_\_ Low\_\_\_

8. What priority in terms of community need would you place on (*Organization's Mission*)?

High\_\_\_ Moderate\_\_\_ Low\_\_\_

9. What is your impression of the (*Organization's*) financial condition?

10. (If interviewee is a current or former donor to the organization)

What makes you feel good about your financial support of (*Organization*)?

11. How do you respond to the proposed capital campaign as the means of generating the needed funds for (*Proposed Project*)?
12. What do you see as the most compelling reason for the community to support the campaign?
13. Do you know of any previous major fund-raising campaigns for any purpose addressing this area of need?
14. What is your impression of the philanthropic spirit and understanding of the fund-raising process in (*Community*)?

**(Present Gift Table At This Point To The Interviewee)**

15. Do you believe the financial goal of the campaign to be attainable?  
\_\_\_ Yes \_\_\_ No If no, why not? \_\_\_\_\_
16. Do you believe gifts at these levels can be secured? \_\_\_\_\_ If not, at what levels do you suggest? \_\_\_\_\_
17. What challenges to the success of the campaign do you think might exist?  
\_\_\_\_\_
18. How would you describe the traits needed for the ideal leader or leaders of the campaign?  
\_\_\_\_\_
19. Can you name people (and their positions in the community) who fit that description?
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
- Who would be the strongest? \_\_\_\_\_  
Why? \_\_\_\_\_

Which of those people do you think has the capability of considering a gift in 7, 6, or 5 figures?

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

20. Who do you think would be the best individual to approach each person?

<u>Leadership Candidate</u>	<u>Best Person To Recruit The Candidate</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Would you be willing to help explore the level of willingness of any of these individuals to become involved? If so which ones? \_\_\_\_\_

21. Can you think of other individuals capable of considering a gift in 7, 6, or 5 figures?

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

22. Are you aware of any other presently active or planned fund-raising campaigns that might compete with the (*Organization's*) campaign?

23. Are there persons, organizations, groups, foundations, government officials, etc. whose endorsement you would see as important to the success of the campaign?

**Please comment on any points not covered that you feel are important for the (*Organization*) to consider as it prepares for its campaign.**

**Thank you.**