

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.