

The Fundraising Feasibility Study

What it is, how it works, and what happens next

A Fundraising Feasibility Study is the essential first step before launching a major capital campaign. It helps test whether your fundraising target is achievable, who might support it, and how best to move forward.

What we are aiming to find out:

1. The external appetite towards funding the project
2. Whether any similar projects or campaigns have been successfully funded, and by whom
3. Where the money could come from
4. Who is most likely to give – and inspire others to do the same
5. Who might be on a fundraising appeal board

What is a feasibility study?

It is a confidential, qualitative research process, based around interviews with a cross-section of your supporters and stakeholders. We will explore how people respond to your ambitions and whether they are likely to get involved.

We will test a draft version of your **case for support** – a short document outlining the vision, the need, and the proposed campaign target. This will be written by Prospect & Pitch and approved by the client before interviews begin.

Step-by-step: What happens next

1. Identify potential participants

We aim to interview 20 – 30 people, including:

- Your current donors, including Major Donors, Corporates and grant making bodies
- Any strategic or delivery partners who may be involved in, or impacted by, your fundraising
- Prospective donors and partners with whom you have a warm relationship
- People of influence within the sector, who may be able to advise or connect us with potential funders
- Sector peers and aspirational models which demonstrate best practice

A longlist of around 40 names will be developed. The majority of stakeholders will be provided by the client, and Prospect & Pitch will undertake research to identify additional stakeholders if required.

2. Agree approach and outreach

Most participants will be invited by the client using pre-prepared wording. If there are valuable contacts not yet known to the client, we may include a few of those too.

3. **Send invitations**

The client will send out the majority of invitations, with clear instructions on how to book an interview slot.

4. **Prepare test materials**

Prospect & Pitch will prepare:

- A short draft case for support
- A campaign target and fundraising pyramid
- A tailored set of interview questions

These will all be reviewed and approved by the client before interviews begin.

5. **Conduct interviews**

20-30 confidential interviews will take place over a 2–3 week period, mostly via video call. Interviews can be conducted in person if required.

6. **Analyse findings**

We will analyse the feedback to spot themes, opportunities, risks, and recommendations.

7. **Produce final report**

The final report will outline:

- Whether the proposed campaign is feasible
- What level of funding seems achievable
- Key messages, audiences and next steps

What you will get

A clear, practical roadmap for your campaign, based on honest feedback and expert analysis. Whether the recommendation is to proceed, pause, or reshape your plans, you'll be in a strong position to make informed decisions.