

WHAT CAN YOU EXPECT FROM AN AMPERAGE FEASIBILITY STUDY?

Is your organization prepared to run a major capital or endowment campaign? How much awareness and support are out there for what you're trying to do? Is your donor community likely to supply the funding you seek? An AMPERAGE feasibility study gives you answers to these questions and helps prepare you for the big steps ahead.

AMPERAGE has conducted over 120 feasibility studies testing over \$1 billion for worthy organizations in healthcare, education, community development, conservation, human services and the arts. You can rely on us to assess the feasibility of your campaign, suggest necessary changes and improvements and strategize with you on campaign direction and timing.

Raising significant funds for a capital or endowment campaign is a major undertaking. Make sure you're ready by starting with an AMPERAGE feasibility study.

READY TO RAISE MORE MONEY?

CONTACT US! 319.268.9151

WHAT'S INCLUDED?

Statement of Need

- » Initial case for support outlining your project's history, needs, costs and the value your project will bring to your community

Volunteer Engagement

- » Recruit individuals to serve on a feasibility study committee to:
 - Review the statement of need
 - Suggest potential individuals to interview for the feasibility study
- » Identify individuals willing to serve as campaign volunteers

Organizational Readiness

- » Board of Directors Readiness Assessment
- » Review organization's structure, fundraising history and marketing materials
- » SPOT analysis (Strengths, Problems, Opportunities and Threats)

Determine Future Support for the Campaign

- » Set attainable campaign goal
- » Identify potential lead gifts
- » Cultivate potential donors through participation in the feasibility study
- » Create public awareness for your organization and pending campaign

Campaign Strategy

- » Recommendations for campaign direction and timeline