

Why Conduct a Feasibility Study?

If your church or agency is considering a capital campaign, chances are you've already identified the projects you'd like to fund, such as new construction, renovations, debt elimination, or new ministries.

You may even know how much money it will take to accomplish your goals. But do you know how the congregation or your supporters feel? Do you have a sense of their understanding of the proposed projects and their willingness to give, whether financially and/or as campaign volunteers?

Take time to listen

Engaging people in conversations about a potential capital campaign is worth the effort as it begins to build energy and unity. One way to do this is through a feasibility study. Typically led by a consultant, a feasibility study is designed to assess:

- How members/supporters view the church (or agency/ministry)
- How members/supporters view the proposed project(s) to be funded by the campaign
- Whether the campaign goal is realistic
- Whether the church/agency is ready to conduct a campaign
- Whether there are people willing to volunteer for the campaign

More specifically, a feasibility study will answer some of the following questions:

- Is the proposed project perceived as important to the congregation/the agency's supporters?
- Does the project make sense?
- Are people who have the ability to make major gifts likely to do so?
- How much money is the church/agency likely to be able to raise?
- What are the best strategies for the campaign?
- Are there enough people willing to help with the campaign, and will they be dedicated enough to see it through to completion?
- What is a reasonable timetable for the campaign?
- What must the church/agency do to get ready?
- What factors will be important for the campaign to succeed?



In essentials, unity

Beyond campaign-related data and conclusions, a well-designed feasibility study will also give you insight into how members feel about their church's/the agency's mission and ministries, their regard for the staff, and their hopes for the church's/agency's future.

Conducting a feasibility study is an investment of the leadership's time and money, but as Rev. Chris Gambill of the Center for Congregational Health says, it's sometimes important to sacrifice efficiency to gain engagement.

You want your members/supporters to be on board with the projects a campaign would fund, and spending time listening to them to get their feedback and hear their questions or concerns is a critical step towards earning their support. Moreover, you want them to be excited about what your church/agency will be able to do as a result of a campaign, and a feasibility study gives you the chance to begin building that excitement.

We've got your back

Your Moravian Ministries Foundation is pleased to be able to conduct feasibility studies at no cost. To learn more about the process, please contact Laura Watson, Director of Stewardship Services. We're also happy to provide you with the name of someone from a church or agency who recently undertook a feasibility study through MMFA so you can hear about their experience and how it impacted their process.



Moving ministries forward, **together.**

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