

So, you think you need
a Feasibility Study?

More

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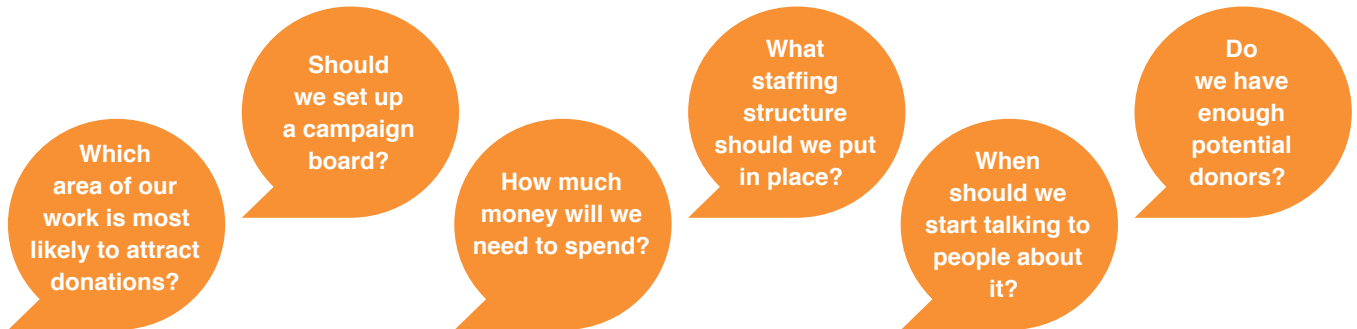


Preparing for a fundraising campaign

If you're reading this you probably have big plans for your organisation's future, along with a lot of questions about your fundraising goals.

With more than 20 consultants and some 350 years of fundraising experience between us, More Partnership can help to find answers to those questions.

Our goal is to help your fundraising to be as effective as possible. This process may, or may not, involve a full feasibility study.



Do we need a feasibility study?

A feasibility study can help to answer all of these questions and more. It will ultimately determine if your fundraising goals are realistic and achievable within a given timeframe.

We'll look at your organisation's story, infrastructure and relationship with donors to help you decide whether a feasibility study is right for you at this stage.

A well-executed feasibility study can be hugely beneficial, not only in terms of your fundraising results, but to your organisation as a whole.



Strengthening your story

- A refined, more targeted story that outlines your fundraising cause in a clear and compelling way. This will be your organisation's *Campaign Case for Support*
- Goals that you can talk about with confidence, knowing that they have your supporters' endorsement
- Clear messages that drive campaign communications and motivate those who are interested in helping you achieve those goals



Deepening relationships

- Developing a better understanding of your donors
- Finding more potential major donors
- Converting potential donors into actual donors
- Bringing donors closer to your campaign and your organisation
- Identifying and removing barriers or obstacles that stand in the way of giving



Preparing your organisation

- A better understanding of your organisation's fundraising strengths and weaknesses
- A stronger and more embedded fundraising culture at all levels of your organisation
- Greater fundraising confidence and enthusiasm within your team

What is a feasibility study?

A feasibility study will usually feature two distinct stages, adapted to your organisation's specific requirements.

STAGE ONE

Diagnosis and preparation

After examining your current position, we'll work with you to ensure your organisation's story, donor relationships and infrastructure are ready for stage two.

And if you're not ready, we can help. We'll advise you on what you need to do to prepare yourselves and to increase your fundraising income. Around one third of our clients have extra work to do before embarking on a campaign.

STAGE TWO

Testing and reporting

We'll interview your potential campaign donors to find out if your plans strike the right chord and are likely to engage their support.

Outcomes

- Clear, evidence-based assessment of your campaign targets
- A better campaign strategy and improved fundraising potential
- Strengthened relationships with your most important potential donors
- A refined story that clearly articulates your campaign goals and delivers wider benefits
- Increased engagement with fundraising at all levels within your organisation

You're unique!

No two organisations begin the fundraising journey from the same place.

From education, health, the environment and arts organisations, to the wider charity sector, our experience means we can create and manage a bespoke feasibility study that's just right for you.

Stage one: diagnosis and preparation

Preparation is the key to every effective fundraising campaign and these early stages are critical to your future success. So, how prepared are you?



We use our knowledge of fundraising in your sector as a benchmark to assess your current state of readiness.

We'll spend time getting to know your organisation so that we can measure how good you are at fundraising now, and help you to become even better.

This will usually involve appraising your story, your relationship with donors and potential donors and your organisation's infrastructure, as well as meeting with your organisation's leaders and finding out about your team.

We'll look at your past fundraising performance and also examine the systems and communication methods that you have in place.

Once the diagnosis and preparation work is complete, we'll present you with our findings and discuss what should be done next.

Sometimes there'll be more preparation work to do, but often we move straight to stage two where we meet with potential donors.

Reality check

When the conditions are right for a feasibility study, we are able to come back to you with confidence about your ability to raise the money you're counting on.

Sometimes we'll give you the green light. Sometimes we'll suggest that you rein in your ambitions.

Sometimes we'll even advise that you can do better than you think. Most clients find that the value of that clarity is well worth the cost of the study – on top of the many side benefits.

“The feasibility study was an important reality check. We went in with a much bigger goal than the £100m we finally decided on. In a scientific institution, it's vital to make an evidence-based decision – and that's what the interviews and the final report helped us to do. The report has been a constant point of reference. It's helped my staff and our senior managers understand both the challenges and the potential of fundraising.”

Michael Murphy CEO, Kew Foundation

More Partnership can help you to find out...

- if you have enough potential major donors for your campaign to succeed
- if potential major donors believe in your organisation
- if your organisation's plans and aspirations resonate with those who could make major gifts
- how well your relationships with donors are managed
- if your organisation's infrastructure is ready to support your fundraising ambitions
- if your supporters can help you to extend your network of donors
- about overcoming risks and obstacles to success

Stage two: testing and reporting

When your organisation is fully prepared, we will move to stage two. Here we test your campaign plans with those whose support is essential if you are to meet your targets.



We will test perceptions of your organisation and its story with a sample of those capable of making the biggest difference to your campaign to find out how credible and compelling your vision is, and to understand the obstacles and challenges that stand in the way of achieving it. Throughout this, we'll manage the process and keep you updated with regular feedback.

Once the interviews are complete, we'll compile a draft report for discussion before presenting the final report to your leadership team. The report will focus on how much your organisation could realistically raise and what needs to be done to achieve this figure.

We'll also suggest ways you could raise even more, for example, by strengthening your story, or through new recruitment, infrastructure developments or better networking.

Last, but not least, we are happy to remain on hand at the end of the study to help get your fundraising under way quickly and smoothly. We can help develop your campaign plan, conduct regular progress reviews and provide ongoing support. We'll recommend key targets and milestones and set achievable timescales for the work that needs to be done. We can provide regular mentoring and coaching too.

Whatever you need, we can be with you every step of the way.

Successful fundraising

During a study for Merton College, we discovered that they had the potential to raise more than their initial target. They subsequently completed a £30m anniversary campaign with the help of a highly effective campaign board, two of whom became volunteers following the interview process, and donated more than £1m each. We are now helping the College to map the next stage of its development journey.

Launched in 2008, the *Oxford Thinking Campaign* is the biggest and most ambitious fundraising campaign for higher education in Europe. Having surpassed the original target of £1.25bn in 2012, and following a feasibility study by More Partnership, the University extended the campaign target to £3bn. It passed the £2bn mark in May 2015.

A feasibility study for Highgate School helped to set an ambitious, yet achievable, multi-million pound target. In the two years since, we have continued to support the Development team; £2m has been raised (including £500k from one interviewee alone) and a major global retailer has established a work experience programme for Highgate and its state school partners.

Unlocking major giving

Your organisation's relationship with its donors is loaded with expectations and etiquette. As external consultants we can engage without the constraints,

pressures and conditions dictated by a direct relationship. We can help you to understand the motivations of your donors, put plans in place

to unlock generous new gifts and develop a campaign strategy that resonates with your most generous supporters.

What next?

The work we do to help your organisation prepare for a fundraising campaign is the key to fundraising success.

Having assessed your potential and identified the most viable sources of income, we can help you to keep the show on the road.

We can be there with ongoing help, if you need us, right through your fundraising campaign and beyond.

Case study

Cancer Research UK

A feasibility study helped Cancer Research UK to launch their £100m *Create the Change* campaign.

“As we were about to launch the largest appeal in our history, More Partnership was one of the organisations we invited to tender for the feasibility study. While other consultancies came in with very set ideas, More Partnership listened. Their experience and

professionalism also made them credible with our senior management. They won the pitch hands down.

We started out with ten key questions. Through the feasibility study, More Partnership answered them all – and many more. They helped us to understand the motivations of our major gift prospects and the challenges ahead for a charity more attuned to mass support. They told it like it was, rather than giving us what we wanted to hear.

More expertise

Our expertise and experience enables us to tailor the feasibility study to your specific needs, helping you to make the right choices and steer your fundraising in the right direction.

More Partnership represented us incredibly well with our high-level supporters and prospects. The great feedback we got from them only served to increase our senior managers' faith in their findings."

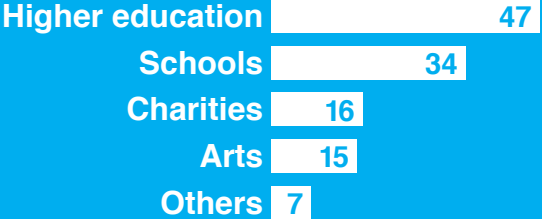
Russell Delew Director of Major Gifts and Appeals



2000–2015 15 years

119 studies

for clients from all sectors



2,800+ interviews

More expertise

It has been our privilege to carry out feasibility studies for some of the world's leading charities, organisations and institutions, spanning many different fields.

Higher education

Architectural Association School of Architecture

Bangor University

Brasenose College, Oxford

Brunel University

Cardiff University

Coventry University

Courtauld Institute of Art

Cranfield School of Management

Cranfield University

De Montfort University

Ecole hôtelière de Lausanne

Helsinki School of Economics
(now Aalto University)

Heriot-Watt University

IMD Business School

INSEAD

Jesus College, Oxford

Keble College, Oxford

London Business School

Loughborough University

Merton College, Oxford

Nuffield College, Oxford

Pembroke College, Cambridge

Queen's University Belfast

Regent's University London

SOAS, University of London

Somerville College, Oxford

St Hugh's College, Oxford

St John's College, Cambridge

UCL Institute of Education

Ulster University

Universiteit Utrecht

University College London

University College, Oxford

The University of Edinburgh

University of Huddersfield

University of Kent

University of Liverpool Management School

The University of Nottingham

University of Oxford

University of Oxford Museums and Collections

The University of Sheffield

University of Southampton

University of St Andrews

University of Sussex

University of Westminster

Schools

Alleyn's School
Birkdale School
British School of Paris
Canford School
Cheltenham Ladies' College
Christ's Hospital
City of London School for Girls
Clifton College
Dragon School
Eltham College
Felsted School
Fettes College
Godolphin & Latymer School
Harrow School
Highgate School
ICS Zumikon
International School of Brussels
International School of Geneva
King Edward VI High School for Girls
King Edward's School, Witley
Kingston Grammar School
King's School, Worcester
Lancing College
Latymer Upper School
Norwich School
The Perse School

Queen's College Taunton
Royal Grammar School, Guildford
St Albans School
UWC Atlantic College
Westonbirt School
Winchester College
Wycombe Abbey

Charities and healthcare

Alzheimer's Research UK
Breast Cancer Campaign
Cancer Research UK
Cancer Research UK Manchester Institute
Durrell Wildlife Conservation Trust
Help the Aged
Leaders' Quest
Macmillan Cancer Support
Moorfields Eye Charity
NHS Lothian
The Sutton Trust
Toynbee Hall
The Trust Fund for Irish-Medium Education
Villiers Park Educational Trust
Workers' Educational Association
YMCA London South West

Arts, culture and sport

Aberdeen Art Gallery
Cambridge University Boat Club
Chichester Festival Theatre
Jacobite Studies Trust
National Library of Wales
National Museum of Scotland
Peacock Visual Arts
Pitlochry Festival Theatre
The Queen's Hall
Rambert Dance Company
Rose Theatre, Kingston
Royal Academy of Dramatic Art (RADA)
Royal Botanic Gardens, Kew
Royal Shakespeare Company
Scottish Chamber Orchestra

Societies, associations and institutes

British Dental Association
The Higher Education Policy Institute (HEPI)
The Institute for Public Policy Research (IPPR)
The Royal Society

More

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And More.**

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