Introduction to the Capital Campaign Planning Study

The Capital Campaign Planning Study is analogous to the borings that are necessary in order to test subsoil conditions before erecting a building. A campaign planning study assesses potential support for a proposed construction, renovation, land acquisition or endowment project by completing a number of confidential interviews, facilitating focus groups and conducting surveys of the supporting constituency. Along with assessing the viability of a project, a study clarifies the mission and fundraising goals of a parish or church organization to its constituency.

To formulate an accurate assessment of constituent support, a planning study professionally analyzes the raw data collected and measures the mood and tone of the constituents. Specific recommendations are presented to the parish council or governing board in a detailed final written report. Stewardship Advocates also comes to the parish or organization to present the findings in a PowerPoint presentation and to answer questions.

These are the benefits of conducting a planning study:

1. Assesses the potential support for and viability of a proposed development project;
2. Clarifies the goals and objectives of the proposed project;
3. Enlists community leaders to champion the cause;
4. Provides cultivation opportunity for donor prospects to become more involved;
5. Examines the organizational capacity of an organization to manage the added flow of information and office tasks;
6. Gathers critical information that allows an intelligent and professional development of a fundraising plan;
7. Identifies a reasonable fundraising goal and a stretch goal;
8. Allows the parish or organization to assess the competency of the consulting organization.