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## **PHILANTHROPIC MARKET STUDY MODEL**

### **Why Conduct a Study?**

A Philanthropic Market Study, or Fund Raising Feasibility Study, is a vital qualitative research tool that is important to any not-for-profit organization contemplating a capital fund raising campaign. Studies provide leadership with an objective assessment of issues such as:

- General attitudes of community leaders, and current and prospective donors and constituents
- Capability of reaching an identified fund raising goal
- Leadership potential for the campaign
- Major gift prospects
- Interest in specific aspects of the capital fund raising program
- The case for support – its strengths and weaknesses
- The level of competition for funding
- General timing for the campaign
- Education of constituents and ownership development
- Identification of other issues/concerns that may need to be addressed prior to a campaign

### **Methods of Data Collection**

- Internal Analysis
- Personal Interviews
- Focus Group Interviews
- Direct Mail Questionnaires
- Telephone Interviews