# *Sample Feasibility Study Questionnaire*

**Project Overview:** South Side Boys and Girls Club was established 70 years ago in a working-class neighborhood of a midsize city. Originally a boys’ club, it began including girls 20 years ago. Its primary programs are a science club, ceramics studio, first-aid training, and sports programs. In recent years, it has added a community service/teen volunteer center that sponsors neighborhood clean-up campaigns — getting club members involved in tree planting, park refurbishing, and anti-graffiti activities. The club has been offering services long enough that some now-elected city council and school board members attended its programs when they were young. It is well regarded in its immediate neighborhood. However, it does not focus much on marketing its programs, and some other youth organizations in the city are better known to the general public.

A small Catholic school in the vicinity of the club is moving to a new location. Several of its buildings have been sold to a private school, but the Catholic school approached the South Side Boys and Girls Club about its possible interest in buying the old gymnasium. The purchase price would be reasonable in the current market — $150,000 — but the gymnasium is in disrepair and would need substantial renovation, costing an estimated $500,000. Industry standards estimate that managing capital campaigns costs organizations between 5 percent and 14 percent of the fundraising goal. The club anticipates such costs would total an additional $50,000.

Some of the club’s board members have suggested launching a $1 million campaign, with $300,000 going to establish a cash reserve for building maintenance. A hypothetical feasibility study questionnaire to be used in face-to-face interviews testing the club’s ability to raise $700,000 to $1,000,000 for this project follows.

## Sample Feasibility Study Interview Script

### This interview is confidential. It is on the record, but your comments will not be attributed. Your candor is invited and will be respected.

1. What is your relationship to the South Side Boys and Girls Club?
2. What do you think are the greatest strengths of the South Side Boys and Girls Club? What is its greatest contribution to our community?
3. Do you also think the club has weaknesses? Or faces challenges? What do you think those weaknesses or challenges are?
4. Other local organizations also serving boys and girls after school. Which organizations come to mind? What are their particular strengths?
5. Are you aware of the staff and board leaders of the club? Are they admired in the community?
6. The club has the opportunity to expand into a larger facility and serve more children. The potential location for the club’s growth is on the campus of the old St. Stephen’s school. What do you think of that location as a site for after-school programs? Do you think it would be a good location from which to serve neighborhood youth?

Prompts: Is the neighborhood safe? Can young people commute there easily? Is there adequate parking?

1. What is your general reaction to the club’s proposition to launch a funding campaign to purchase and renovate a building? Do you think the club has a strong case to make for support of such a campaign? What about that case do you find compelling?
2. Can you suggest potential donors to the campaign? Others I should be talking to?
3. [Ask this depending on the tone of the interview subject’s answers.] Would you give serious consideration to a gift request from the South Side Boys and Girls Club for this project?

[Generally, the interviewer suggests a possible gift level and watches for a reaction. The level that he or she mentions should be somewhat higher than the interview subject is likely to give. A high request — if not far beyond the means of the interview subject — is flattering and sets the bar high for the donor’s consideration.]

1. Is there anything I haven’t asked you that you would like to share?

*Thank you very much for your time and candor!*