

*Tuesday, May 26, 2020*

To evaluate the feasibility of the SparrowHawk Valued Client raising funds through a comprehensive campaign, SparrowHawk Consulting Company conducted a feasibility study based on interviews with current and former board members, private foundation officers, and community leaders.

Interview findings demonstrate overall support among the study participants for the Client moving forward with a comprehensive campaign to raise funds for facility renovation, expansion and enhancements, and to create an endowment and an annual fund. There is almost unanimous agreement that the Client needs expansion and renovation in order to effectively serve the community. Support for the campaign is indicated primarily by correspondents' overwhelming willingness to make a gift to the campaign.

Many study participants expressed their willingness to tell others about the campaign and solicit donations. Interviewees also indicated that they want to keep informed about the campaign, and would like additional information and materials as the campaign progresses. Some participants indicated they would be willing to help the campaign right now by taking a leadership role, while others indicated willingness to be involved in campaign leadership at a later date.

Despite supporting the concept of the Client's campaign, study participants expressed overall concern about the Client's image, identity and visibility, suggesting various ways to improve marketing and public relations for the campaign. Many indicated their concern about launching a major campaign in light of the slow economy. While most study participants believe in the necessity of the comprehensive campaign, many are cautious about going on record with a personal commitment without a stronger, clearer statement of the case for the campaign.

SparrowHawk recommends that the Client move forward with a comprehensive campaign with a goal based on findings from our interviews and the previous study. To be successful, campaign materials must provide adequate and persuasive detail to make the case for the campaign. In addition, the Client should undertake a thorough marketing and image building effort in tandem with the campaign in order to give the broader community a full understanding of their roles and values. And finally, the Client's campaign should utilize the volunteer efforts of study participants and others who have generously indicated their willingness to participate in the campaign by fundraising, providing public relations services, serving on campaign committees, and taking on various other campaign roles and duties. Securing critical campaign leadership in the form of one or more notable and influential volunteers will greatly help to ensure a successful campaign.