

Catholic Diocese of Columbus  
OFFICE OF DEVELOPMENT AND PLANNING  
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## FEASIBILITY STUDY

### The purpose and goal of a feasibility study is to:

- Determine the extent of participation in a capital campaign
- Assess the need for education and awareness among the community
- Refine the case statement
- Cultivate support among the community

### Basic requirements for a feasibility study:

- Receive the Bishop's blessing to proceed forward
- Feasibility Study Committee
- Timetable or Calendar
- Communication Plan and Materials
- Interview process
- Collecting and organizing feedback and data

### Feasibility Study Committee

It is suggested that the pastor, principal, or organization leader establish a small committee made up of three to four key leadership within the community. The committee's purpose is to collaborate, recommend, and assist with the details of the overall suggested plan.

### Timetable or Calendar

The Office of Development and Planning will assist the parish, school, or organization to determine the best schedule for the 5-7 week study process. Timetables or calendars can be adjusted to accommodate the parish, school, or organizations needs.

### Communication Plan and Materials

The communication plan and materials used in the feasibility study are a critical element in collecting and organizing feedback and data. The Office of Development and Planning will assist in the development and application of the following key pieces of this process:

- Case Statement
- Questions to ask the community
- Various letters to the community
- Various announcements to the community

### Interview Process

The interview process is divided into two sessions. The first session will conduct personal interviews with 40-60 randomly selected members who represent a cross-section of the parish, school, or organization. The second session will include a questionnaire that will be mailed to all registered members of the parish. The interview process is the most critical portion of the feasibility study.

### Collecting and Organizing Feedback and Data

A director from the Office of Development and Planning will conduct and collect the data throughout the feasibility study process in order to maintain a non-bias study. Once the Interview Process is complete a final report will be provided to the pastor, principal, and/or head of the organization.