



# Feasibility By Design

You have a vision for your organization. But will your community support that vision? What projects resonate most deeply with potential donors? What could or should your campaign goal be? What are the logical next steps?

## Getting Answers

DBD Group knows how important it is to get the answers to these questions before you begin a campaign. With Feasibility By Design™, we've refined a donor engagement process that allows your organization to understand not only **how much money you might be able to raise, but also the most effective way to engage your community in your campaign.**

## Our Unique Approach

Each study is customized because no two organizations are the same.

- **Experienced Team.** Three members of the DBD team are assigned to your project. Two experienced development professionals work side-by-side with your volunteer and executive leadership to customize the approach to your projects, your community, and your case for support.
- **Tailored Materials.** The third member of your team is a communications professional who will refine how you present your projects to potential donors. We have developed unique tools that facilitate an interactive conversation.
- **Leadership Engagement.** We partner with you to conduct face-to-face interviews with 25-30 key leaders in your community to gather their critical feedback and input. Your CEO or Executive Director is with the DBD team during interviews. This transparency provides valuable insight and ensures that the donor relationship is with you, not us.

We offer an optional **Wealth Screen** to identify potential prospects for interviews. An optional **online survey** can help you reach more potential supporters and gauge their interest in and opinions about your project.

- **Financial Model.** Along with information gleaned during the interviews, Feasibility By Design includes a financial model that shows the implications of capital expansion.
- **Follow up.** At the end of the Feasibility by Design interview process, your organization will receive recommendations, next steps, and tools critical to your future success. We provide a "Report to the Community" that helps your leadership return to those interviewed to report back on the study and begin potential cultivation.

**Our promise to you:** we ONLY recommend moving forward when we know you are ready. And if you are not ready, we provide specific next steps essential to your preparation. At DBD Group, we do not conduct a feasibility study for you, but with you. And that makes all the difference.

**Contact us today!**

We can help you get the answers you need before you move forward with your capital vision.

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"DBD Group's approach gave us great insight into what community leaders were thinking. Their feedback helped to shape our next steps. Being part of the interviews gave me the opportunity to cultivate important donor relationships. We have a stronger vision and plan to move forward coming out of the study."

Shelly McTighe-Rippengale  
CDO, YMCA of San Diego County



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