



FEASIBILITY STUDY

Will your supporters rally around your biggest dreams?

As a nonprofit leader, you know your organization's potential. But before you ask your community to invest millions, shouldn't you know exactly what resonates with them and what doesn't?

At DBD Group, we believe bold visions deserve confident launches. That's why we come alongside clients in the feasibility study process, not just to understand how much you might raise, but to help you understand the most powerful way to engage your community around your cause.

- Do you know which aspects of your vision will inspire your largest gifts?
- Are your key leaders positioned to become authentic advocates for your campaign?
- Can you confidently set a goal that challenges your community without setting your organization up for failure?



Your feasibility study should give you strategy, not just statistics.

We don't conduct studies for you; we partner with you to build the foundation for campaign success. Our approach combines rigorous research with relationship building, giving you both the data you need and the donor engagement you want.

Here's how we make feasibility studies work harder for you:

We assign a team of professionals to your project. Fundraising, wealth screening and finance specialists, and communications professionals who help you present your vision in ways that move people to action. Together, we facilitate 25-30 face-to-face conversations with your most influential community leaders, with your CEO or an executive director participating in every interview. This isn't just research, it's relationship building that positions you for long-term success.

Our promise: we only recommend moving forward when you're truly ready. If you're not, we'll show you what it will take to get there.

At DBD Group, we know that the right feasibility study doesn't just measure support, it builds it.

Ready to test your vision?

Let's discover what your community is ready to champion. Contact us at:

877.323.3904
INFO@DBD.GROUP
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"Working with DBD Group was a partnership right from the start. The feasibility study allowed us to understand not just the giving capacity of our potential donors but, more importantly, their connection to the college. This approach helped us identify the stories and values that would resonate most with our supporters."

— DOUG BRIGHAM
CEO, THE COLLEGE OF IDAHO