



## **Fundraising Planning Study**

The Compass Group's fundraising planning study delivers all you need to make the best decisions about campaign strategy, timing and goals. Our planning study provides an in-depth examination of the elements that are necessary to execute a successful campaign. It involves conducting personal and confidential interviews with a select group of individuals - identified by your organization - who have the potential to significantly influence fundraising success through their contribution or their volunteer leadership.

When the planning study is complete, you will receive analysis and recommendations that are data-driven, detailed and specific to your organization in a manner that facilitates informed decision making regarding the goals of a successful campaign.

Effective implementation of the planning study will provide answers to questions, such as:

- How do your donors feel about your organization?
- Can you generate the funding needed within a reasonable timeline?
- Is your Case for Support urgent, compelling and marketable?
- Does your constituency have confidence in the organization and its goals and objectives?
- Will your donors give to you in support of the objectives stated in your case?
- Can you generate the funding you need within a reasonable timeline?
- Are there any internal or external issues that will negatively affect your campaign?

Our **fundraising expertise** also includes:

- Fundraising Audit Implementation
- Fundraising Campaign Management
- Fundraising Development Audit
- Fundraising Readiness Assessment

Contact us today to get started on your **fundraising planning study**.