

# Feasibility and Planning Study Questionnaire

Name of Interviewee	Interviewed By
Location	Date/Time

1. I am going to ask you this question at the beginning and again at the end of our interview, "Would you like for your responses to remain in confidence or can I share them with the leadership of the Ministry?"

- Yes-remain confidential       No - share

2. What is your association with the Ministry?

- Alumnus/a                       Key Volunteer                       Faculty Member/Staff
- Parent of current student       Parent of Alum                       Parishioner
- Friend/Other                       Current Donor

3. How would you rate your overall connection to the Ministry?

- Very connected       Somewhat connected                       Not connected       Unsure

4. Is there a particular aspect of the Ministry that is of special interest to you? (check all that apply)

- Evangelization       Faith Formation                       Liturgy and Music
- Community                       Vocations                       Catholic Identity
- Service                       Leadership                       Diverse Student Population
- Bible Study                       Small Faith Groups                       Community Meals

Comments:

5. How would you rate the overall quality of the Ministry?

- Excellent       Good       Average       Below Average       Unsure

Comments:

**6. What is the reputation of the Ministry?**

- Excellent     Good     Average     Below Average     Unsure

Comment:

**7. What are the key strengths of the Ministry?**

**8. How can the Ministry best promote these strengths to garner interest and financial support?**

**9. What are the key challenges facing the Ministry?**

- Engaging Students     Student Life     Facilities     Academics     Staff  
 University Faculty/Administration     Identity     Funding     Leadership  
 Other \_\_\_\_\_

Comments:

**10. What are some areas of growth or improvement for the Ministry?**

**11. Are there any changes to the Ministry Facility that you would recommend?**

**12. What are your top 3 philanthropic priorities? Why?**

**13. What is your perception of the leadership of the Ministry?**

**14. After reading the preliminary case statement, what is your general response to the overall plans to shape the future for the Ministry?**

Strongly Supportive    Supportive    Mildly Supportive    Not Supportive    Unsure

Comments:

**15. Is the campaign name/theme clear and logical after reading the Case?**

**16. In terms of the three specific needs identified in the preliminary case, what is your response to the Ministry's plans?**

**Project A**

Strongly Supportive    Supportive    Mildly Supportive    Not Supportive    Unsure

Comments:

**Project B**

Strongly Supportive    Supportive    Mildly Supportive    Not Supportive    Unsure

Comments:

**Project C**

Strongly Supportive    Supportive    Mildly Supportive    Not Supportive    Unsure

Comments:

**17. Please rate each item in the case for inclusion in a major gift initiative, according to the item's importance to you. (3=Most important, 1= Least important)**

PROJECT A	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
PROJECT B	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
PROJECT C	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

Comments:

**18. Do you believe the Ministry can reach their goal in pledges made over a 3-5-year period?**

Yes                       No                       Unsure

Comments:

**19. Are there any reasons you think people would or would not support a major gift initiative for the Ministry?**

Comments:

**20. How does the Ministry fit into your philanthropic priorities?**

Comments:

**21. Can you suggest any potential benefactors at the following levels?**

\$1,000,000+	
\$250,000	
\$100,000	
\$50,000	
\$25,000	

**22. Who would you recommend for leadership in a campaign for the Ministry?**

**23. If the Ministry moves forward with conducting a major gift initiative, would you make a gift?**

- Yes
  No
  Unsure

Comments:

**24. While I am not here to ask you for a gift today, we are trying to gain a realistic understanding of the potential for support in the community for a possible major gift initiative. After taking a moment to review this table of gifts, the kind of gifts that would be needed for such an initiative, could you estimate the possible range of your gift over a 3-5-year period?**

- (\$1.0MM+)
  (\$750,000 - \$999,999)
  (\$500,000 - \$749,999)
- (\$250,000 - \$499,999)
  (\$100,000 - \$249,999)
  (\$50,000 - \$99,999)
- (\$25,000 - \$49,999)
  (\$10,000 - \$24,999)
  (\$5,000 - \$9,999)

**25. Would you be willing to serve in a leadership role?**

- Yes                       No                       Unsure

Comments:

**26. Would you be willing to solicit a few prospective benefactors?**

- Yes                       No                       Unsure

Comments:

**27. Have you ever considered leaving the Ministry in your will?**

- Yes                       No                       Unsure

Comments:

**28. Would you like more information from the Ministry on how to make a legacy commitment?**

- Yes                       No                       Unsure

**29. Do you have any closing comments or advice that will help me present a clear picture of the feasibility of this major gift initiative to the Ministry?**

**30. As I mentioned with the first question, would you like for your responses to remain in confidence or can I share them with the leadership of the Catholic Campus Ministry?**

- Yes                       No                       Unsure