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# FEASIBILITY STUDY

**EXTERNAL READINESS**
- Is the community ready?

**INTERNAL READINESS**
- Capacity to campaign

**EXTERNAL CONCERNS**
- State of economy locally and regionally

**ORGANIZATIONAL TRENDS**
- Fundraising trends
- Health of organization

**ORG'S EXTERNAL REPUTATION**
- Reputation of agency

**INTERNAL REPUTATION**
- Volunteer and staff's perception of the agency

**PHILANTHROPIC SUPPORT**
- Community capacity

**ORG FUNDING CAPACITY**
- Non-philanthropic funds

**INFRASTRUCTURE**
- History of good donor support
- Systems and processes
- Program support
- Stats and research

**COMMUNITY LEADERS**
- Pool of available and willing leaders, volunteers

**ORG LEADERSHIP**
- Strong, vibrant governance and board leadership

**STRENGTH OF CASE**
- Solid community support of case and rationale

**INTERNAL SUPPORT OF CASE**
- Consensus on direction

**COUNSEL'S GUIDANCE**
- Our recommendation

**ORGANIZATIONAL PLANS**
- Pre-determined strategies
- Changes recommended by feasibility respondents

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*intelligent & innovative consulting for New England's philanthropic community*