

LIBRARY STRATEGIES **The Feasibility Study Steering Committee**

PURPOSE

The purpose of the Feasibility Steering Committee is to oversee the feasibility process, but more specifically and importantly, to identify potential campaign donors who will be interviewed as part of the process (20 to 30 people will be interviewed). The interviews will explore their reactions to the campaign, their potential willingness to make a significant gift, and potential interest in serving on a capital campaign committee. The committee also helps develop the feasibility interview document. And finally, the steering committee reviews the initial draft of the feasibility study report before presentation to the board.

The Steering Committee typically consists of 8-12 individuals, with the following representation:

- Library staff leadership – director, and perhaps one or two others. It also can be useful to have an administrative person present to take notes
- Library Board/Trustees – two or three, particularly those who are knowledgeable about or connected to philanthropy in the community
- Friends/Foundation Officers – one/two from the Friends, two/three if Foundation involved
- Individuals connected to philanthropy in the community – Four to eight individuals who are a mix of people of wealth/major donors, folks connected to major individual or corporate giver networks (for instance serving on other major nonprofit boards), and/or people familiar with giving in the community (for instance from the community foundation, or United Way). Potentially some of these individuals would also ultimately serve on the capital campaign committee.

The role of the Steering Committee includes:

- Serving as advisors to Library Strategies in the planning and execution of the feasibility process;
- Identifying and potentially inviting specific individuals to be interviewed in the feasibility process;
- Helping frame the feasibility study document (a precursor to the campaign case statement) and review one or more drafts;
- Reviewing the final draft of the Feasibility Study Report.

Time commitment for Steering Committee members:

- 2-3 on-site Committee meetings – initial meeting is usually 3 hours, other meetings are typically an hour and half to 2 hours (6 hours)
- Compiling a list of feasibility interviewees and possibly inviting people to be interviewed (2-3 hours)
- Review of drafts of the feasibility interview document (Often done remotely, via email – (1-2 hours)
- Review of the final draft of the Feasibility Study Report (1 hour)

Projected time commitment: 10-12 hours