

## **The Planning Study**

The Planning Study will assess the ability of your organization to raise a determined amount of money for your purpose, it will identify opportunities and threats, gauge opinions, and test assumptions being made by your organization and the donor community.

The Planning Study is a critical step in any financial development process.

The dollars invested in a study before the campaign can save significant dollars later.

The Planning Study will include:

- An assessment of your fundraising capability.
- A measurement of the efficiency and effectiveness of your fundraising program.
- A review of the proposed plan by conducting interviews with key individuals.
- Identification of sources of funding.
- Identification of potential leaders and volunteers for the campaign.
- The most appropriate timing for the campaign.
- The start of a cultivation process with leadership donors.
- Information that would be helpful to your fundraising efforts.
- Issues, which may have an impact on your fundraising program.
- A short-term and long-term plan of action.

**PMC Inc.** works in partnership with you every step of the way to ensure that all aspects of the study are conducive to the needs of your organization. Through statistical analysis and narrative insights, recommendations are developed that are tailored to your organization.

***The Planning Study is a wise investment for your organization.***