

[CampaignCounsel.org](http://CampaignCounsel.org) believes we have developed the most comprehensive pre-campaign planning study in the industry. To help potential clients understand the differences between a pre-campaign planning study and a feasibility study, and to help them understand the important questions to ask, we present the following issues for nonprofits to consider when interviewing [capital campaign consultants](#).

Issue	Feasibility Study	Pre-Campaign Planning	Questions to Ask
Number of Interviews Conducted	Usually limited to 40-50	Unlimited interviews, often 75-100 people	Will you interview additional people that are suggested during your initial interviews - without charging us an additional fee?
Are Interviews Confidential or Will Information be Shared With Us?	Most consultants conduct "confidential, anonymous" interviews. For you to know what the interviewee said, you must hire the consultant for the campaign.	We provide an executive summary of each interview, including giving levels indicated during the interview.	If someone you interview indicates they'd likely make a leadership gift, or even pay for the whole project, will you tell us what they said? If not, when will you? If you will tell us, how do you reconcile this with a "confidential" interview?
Fees and Costs	Fees are based on a certain number of weeks or months of service.	Fees aren't time based, additional days or weeks don't cost more.	If a key interviewee isn't immediately available, do we pay more if we need additional time to arrange the key interview?
Study Objectives	Generally, feasibility studies only focus on how much can be raised.	Our studies determine feasibility AND provide a written fundraising plan, donor-approved case for support, and cultivated, educated prospects.	Can we see a real report from a past client so we can see how much useful information we get?
Methodology	Feasibility studies are generally limited to conducting personal interviews.	Unlimited interviews as well as direct mail surveys to various constituencies, focus groups, and foundation research.	How would you determine feasibility for a broader group than just identified interview candidates, say, from our larger donor base?
Internal v. External	Most studies focus on external prospects - doing little to orient internal board and staff.	We interview every board member/executive and conduct focus groups internally to build consensus.	What will you do to help us prepare internally for a capital campaign?