

### **A Feasibility Study will**

- Involve all the key stakeholders in the organisation's community
- Assess and deliver support for key projects
- Help identify key supporters and begin an interaction with them
- Assess stakeholders support for key elements of the organisations Strategic Plan and the proposed strategy
- Seek pledges of support for agreed strategies

### **BECSLink will**

- Assist the client in leading the feasibility study and with the analysis.
- Help conduct a series of interviews, meetings and a questionnaire eliciting information from a cross section of key stakeholders.

It is important that the feasibility study is perceived as being something that the client wishes to happen and that the outcomes are geared to the establishment of a long term client led marketing and fundraising strategy based on the organisations strategic plan.