



# Capital Campaign Feasibility Study Findings & Recommendations

Presented by



**WPO DEVELOPMENT**  
Planning & Campaign Management



# Purpose & Objectives

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To evaluate:

1. Current public image and level of awareness
2. Urgency of the Library's plans
3. If the campaign would have broad-based financial support
4. Interest level to serve as leadership
5. Availability of pace-setting gifts



## *Purpose & Objectives (continued...)*

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6. Economic Trends
7. Commitment of the members of the Board and Key Stakeholders
8. Competing campaigns
9. Appropriate timing for the campaign



# Methodology

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Individuals were identified by their:

- Capacity to provide leadership for the Library's Capital Campaign;
- Capacity to give a leadership or pace-setting gift to the campaign; and
- Ability to influence or have access to individuals, families, corporations and/or foundations with the capacity to provide major gifts for the campaign.



## Methodology (continued...)

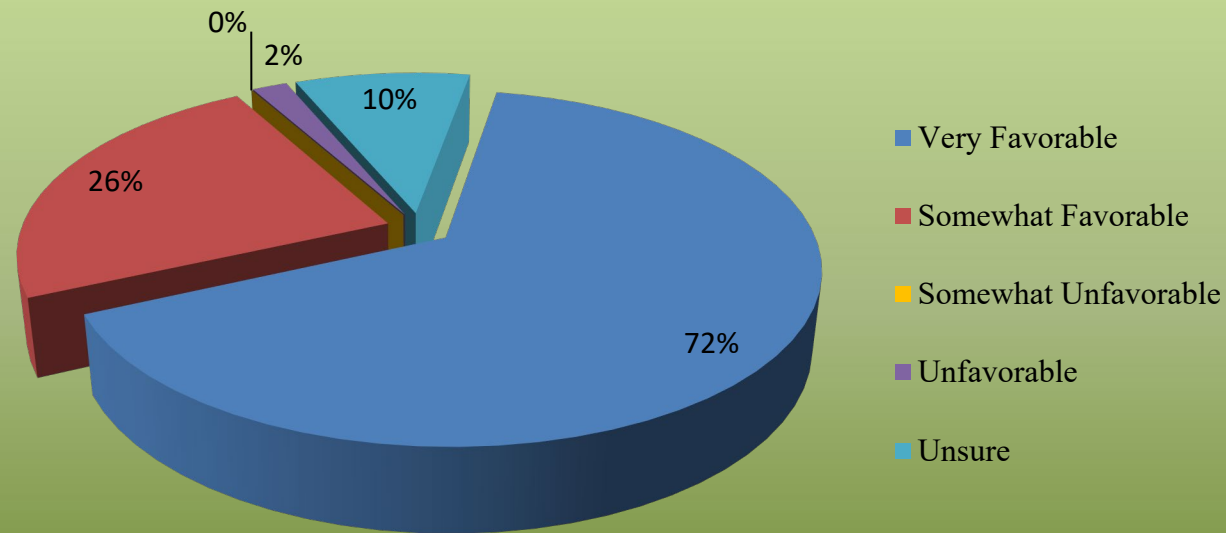
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A total of 49 individuals and foundations provided input in the research process through personal interviews, surveys and/or both. The overall findings are as follows:

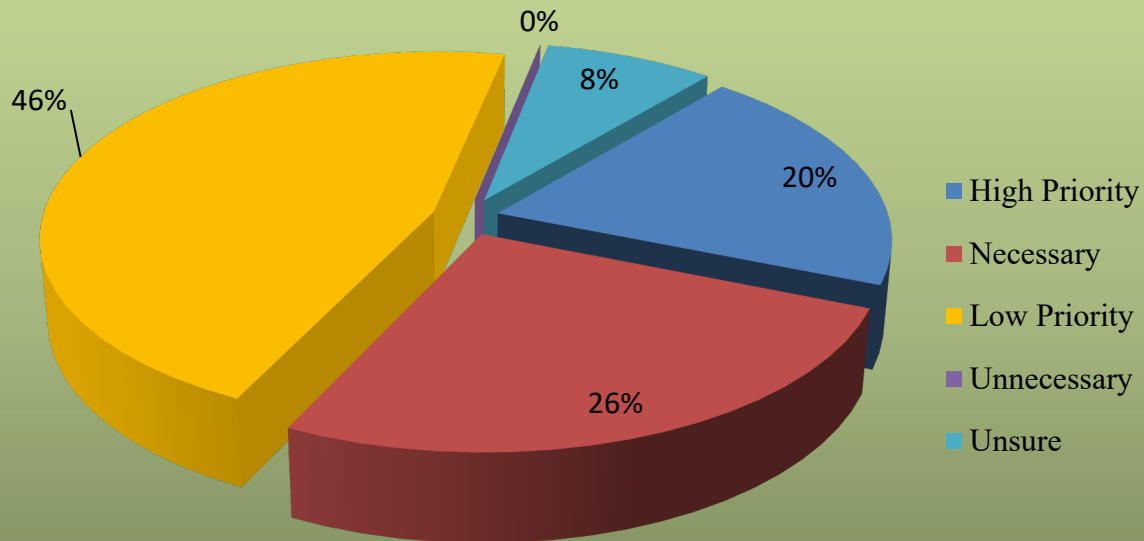


# Findings

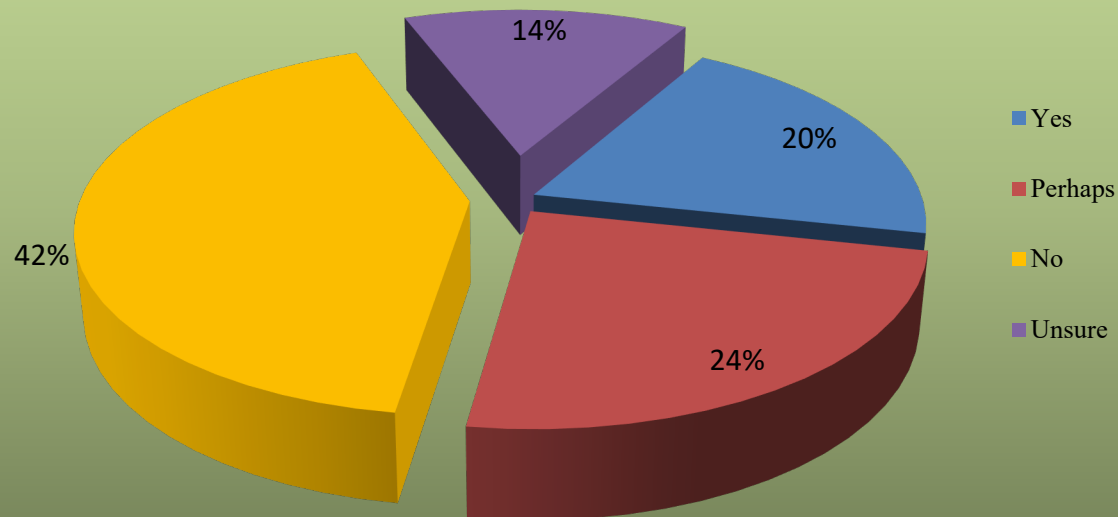
Study participants were asked about the Rappahannock County Public Library's image in the community.



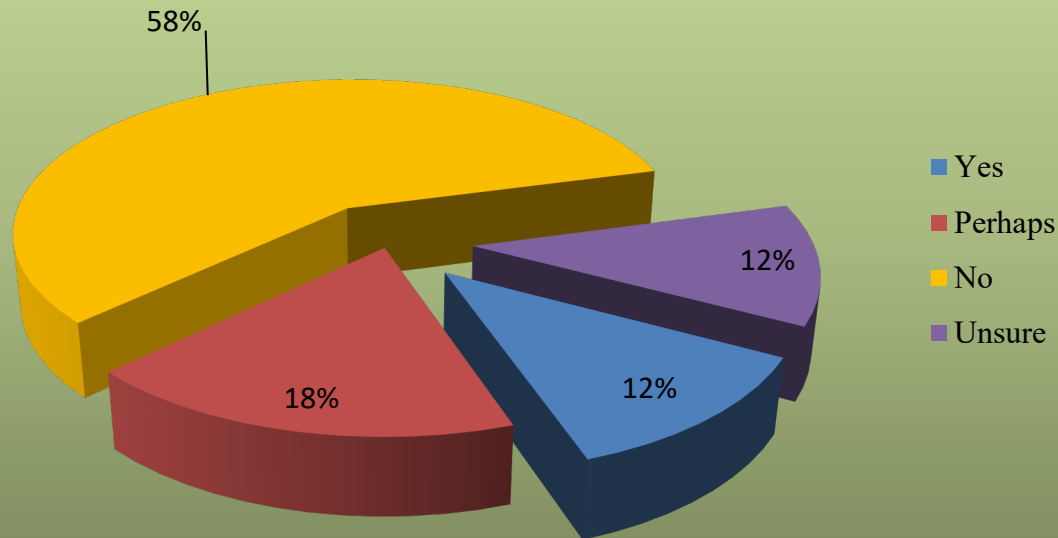
How important are the Library's plans and programs compared to other needs in the community?



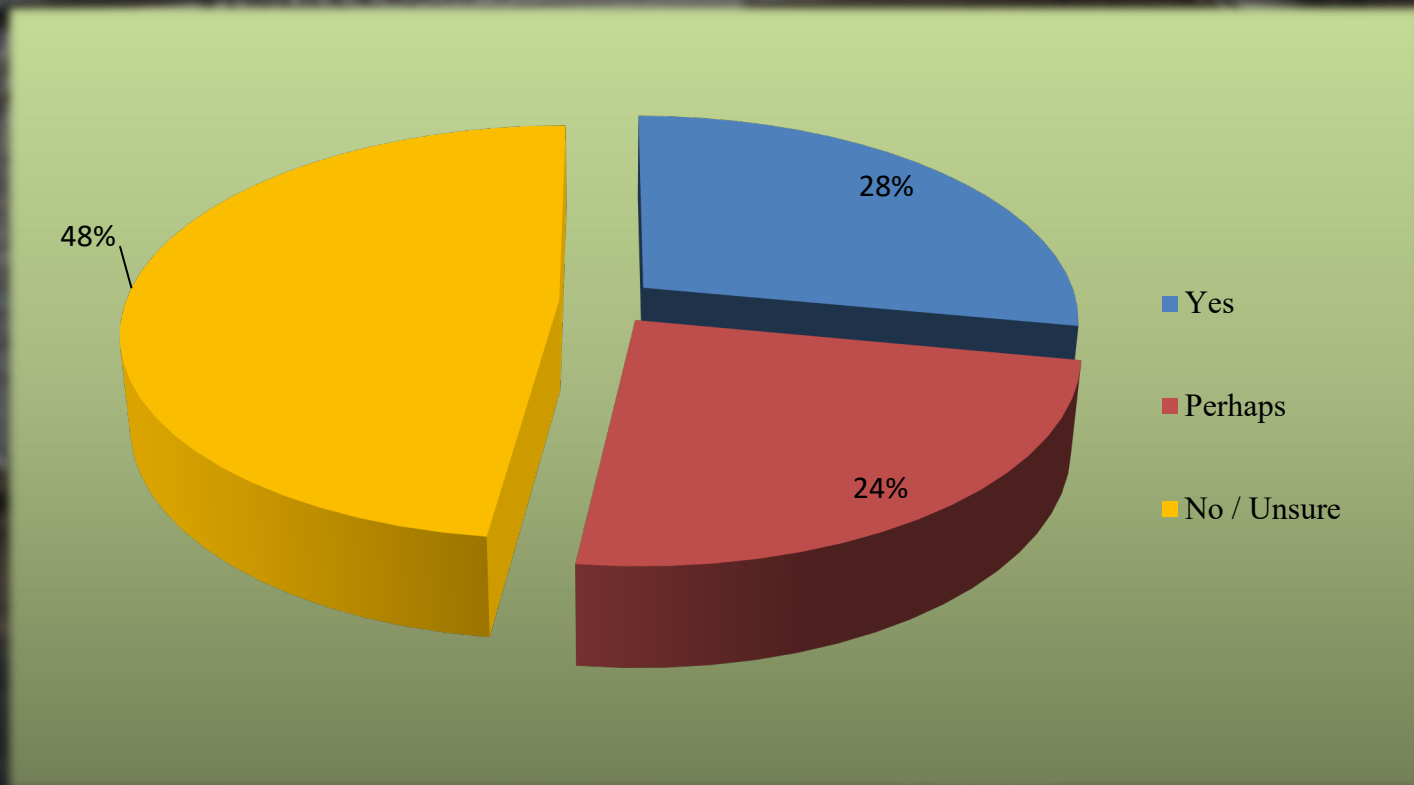
Do you think the community will respond positively to the project and financially support the capital needs outlined?



Do you think the \$6.5 million campaign goal is realistic?

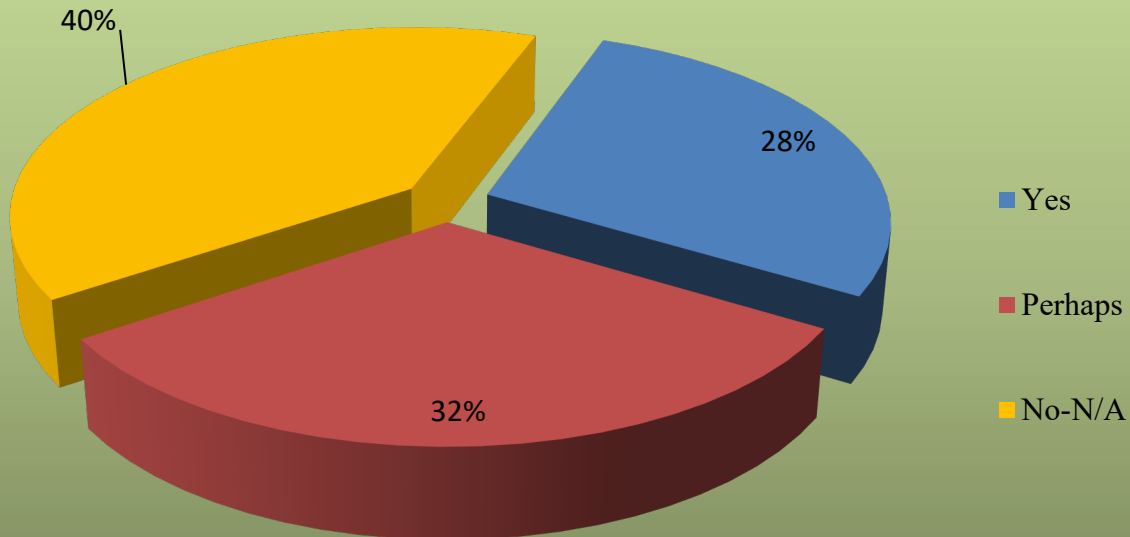


Would you consider becoming personally involved in the campaign? Its leadership?



Findings (continued...)

Would you be willing to make a personal or business contribution to the campaign?



- Approximately 10% of Potential Goal Was Identified -
- Vast majority of gift ranges were \$10,000 & below -

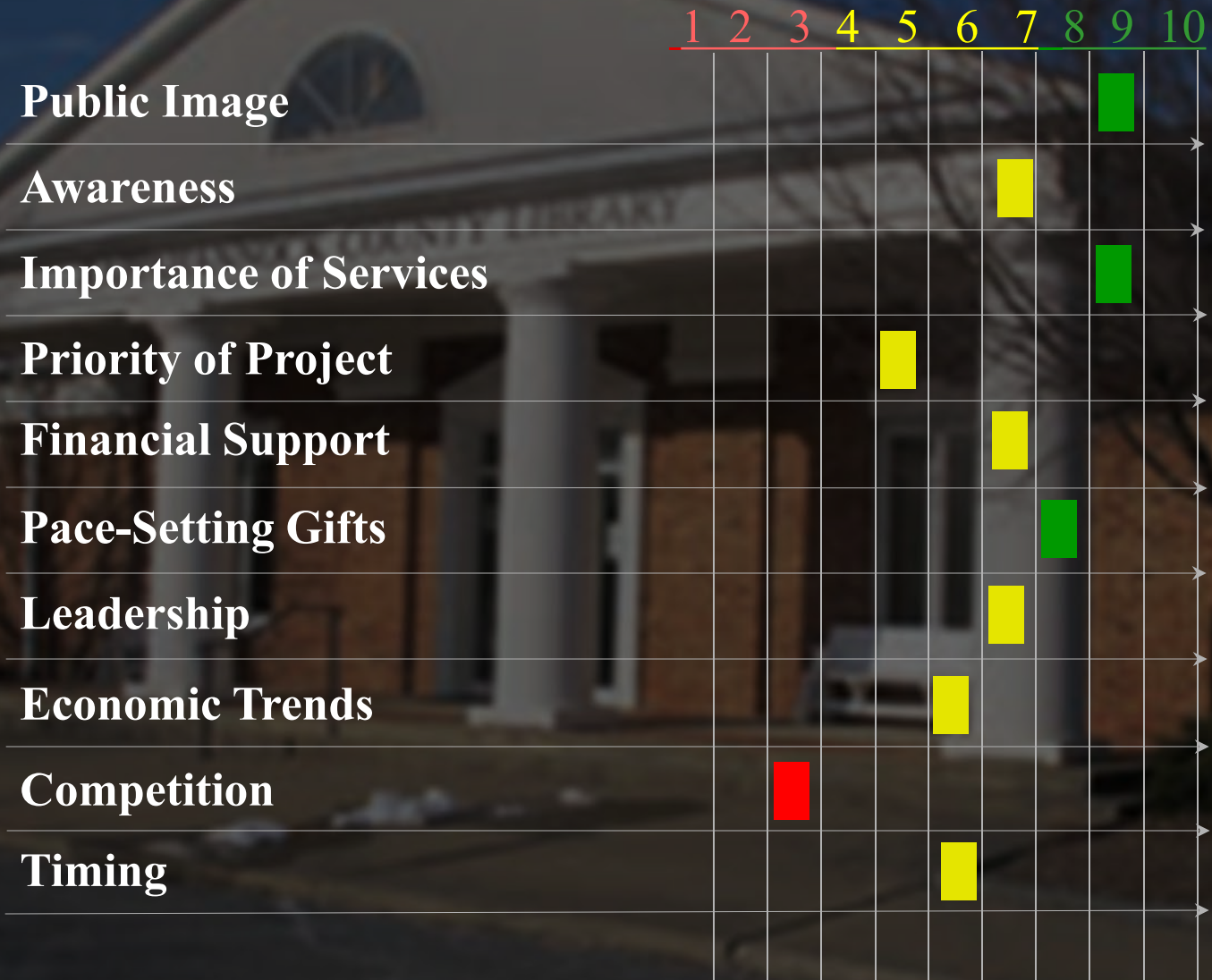


## *Findings (continued...)*

Are you aware of any other current or planned campaigns in the community?

1. RAAC
2. Child Care Learning Center (CCLC)
3. Courthouse
4. School System
5. Multiple political/education/healthcare

# Overview





# Findings

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A feasibility study for the proposed \$6.5 million capital campaign for the library revealed some challenges among participants regarding the campaign's goal and funding potential:

# Findings

1. Goal Perceived as Too High: A majority of stakeholders, including potential donors, board members, and community leaders, expressed that the \$6.5 million target exceeds anything that has ever been attempted in the community and the community's local giving patterns. Feedback highlighted economic constraints, competing local fundraising efforts, limited awareness and subsequent prioritization of the library's needs as key barriers.

# Findings

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2. Insufficient Gift Availability: The donor pool analysis indicated a lack of sufficient major gift prospects capable of contributing at the levels required to meet the \$6.5 million goal. While there is strong initial support for the library's mission, the number of high-capacity donors is limited, and mid-level donors are not numerous enough to bridge the gap.

# Findings

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3. Community Engagement Challenges: Participants noted that the library's case for support is not yet compelling or widely understood, reducing the priority of the project over other pressing community needs and thus dampening enthusiasm for large-scale giving. Awareness of the campaign's purpose and the library's impact needs strengthening.

# Findings

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4. Economic and Timing Concerns: Local economic conditions, including recent actual or anticipated economic downturns, have reduced donor confidence in making significant pledges. Additionally, competing campaigns from other nonprofits may divert potential campaign leadership and gifts.



# Recommendations

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## 1. Revise the Campaign Goal:

- ▲ Reduce the target to a more achievable range, such as \$3-\$4 million, based on a realistic assessment of donor capacity and community support.
- ▲ Phase the campaign into smaller, manageable stages (e.g., \$2 million for initial renovations, followed by subsequent phases) to build momentum and demonstrate progress.

## 2. Strengthen the Case for Support:

- ▲ Develop a clear, more compelling narrative that emphasizes the library's role in education, community development, and economic impact.
- ▲ Highlight tangible benefits (e.g., programs for youth, technology access, or cultural preservation) to resonate with diverse donor groups. Several participants mentioned not knowing if there is a real need for expansion based on current use.

### 3. Expand Donor Cultivation:

- ▲ Identify and engage new mid-level and major gift prospects through targeted outreach, such as community events or one-on-one meetings with library leadership.
- ▲ Leverage existing supporters to act as campaign ambassadors, expanding the network of potential donors.

#### 4. Enhance Community Awareness:

- ▲ Launch a pre-campaign awareness initiative using social media, local media, and public events to educate the community about the library's needs and the campaign's goals. Help people understand “why”.
- ▲ Host open houses or visioning sessions to involve community members in shaping the library's future, fostering a sense of ownership.

## 5. Explore Alternative Funding Sources:

- ▲ Pursue grants from local foundations first and then expand out to out-of-area foundations, government programs, or corporate sponsors to supplement individual giving.
- ▲ Investigate naming opportunities for facilities or programs to attract larger gifts from high-capacity donors.

A photograph of the Edgingdale County Library building, a classical-style structure with a pediment and columns. The text "EDGINGDALE COUNTY LIBRARY" is visible on the pediment. The image is dimmed to serve as a background for the title text.

# Questions & Discussion