



**Jan Kroupa**

Czech Fundraising Center (CZ)

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CEE FUNDRAISING  
**CONFERENCE**

## **FUNDRAISING FEASIBILITY STUDY**

### **Masterclass**

**Speaker:** **Jiří Bárta** Fundraising Consultant (CZ)  
**Jan Kroupa** Czech Fundraising Center (CZ)

**Date:** **Wednesday, 16 October 2024** – 13:00-18:30

**Venue:** AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

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**12:00-13:00 >>** **Delegate Registration for the Masterclass Program**

**13:00-14:30 >>** **Part 1**

**14:30-15:00 >>** **Coffee Break**

**15:00-16:30 >>** **Part 2**

**16:30-17:00 >>** **Coffee Break**

**17:00-18:30 >>** **Part 3**

Fundraising Feasibility Study (FFS) is an essential part of any major gift campaign. This structured qualitative research process provides answers to several fundamental questions: Do you have a campaign that can be successful? How do donors perceive your organisation, your mission, and your programmes? Will donors support your vision of change and your initiative? Who will support and by how much? Is our financial target realistic? Will volunteers help you with the campaign once you get started?



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This masterclass will walk you in detail through the entire testing process – from case for support development and design, prospect list and gift range chart building to data collection, analysis, and decision-making based on findings.

Both Jan and Jiri have been directly involved in conducting over a dozen fundraising feasibility studies in five countries across Europe, so this masterclass will be packed with practical examples as well as interactive and engaging work for participants.

### Learning outcomes:

- What is a fundraising feasibility study (FFS) and why is it a great tool?
- How do you design and write your case for support?
- How do you build your campaign prospect list? How long does it need to be? Who needs to be there?
- What is a gift range chart, how do you build one, and why is it important?
- What is the process of a FFS, what do you want to ask, how do you organise it, how do you implement it, and what outcomes can you expect?

### Who should attend:

- CEOs,
- Development Directors,
- Major Donor Fundraisers, and all those considering a major donor campaign.

### Suggested level of audience:

- Very experienced fundraisers/leaders.

**Jiří** has 25+ years of experience in the philanthropic, NGO and foundation fields in the Czech Republic, Europe and the United States. He was fortunate to be a co-founder of the Via Foundation in Prague in 1997.

His 22 years as CEO of Via Foundation were an intense real-world learning lab, where he gained insight into civil society & NGO development, community development, fundraising & philanthropy as well as leadership in its many shapes and forms.

In 2016, Jiří co-founded Via Clarita, an organization that helps Czech philanthropists find meaning to their wealth and accomplish their philanthropic dreams. Via Clarita provides independent philanthropic advice and inspiration. Jiří serves as the Via Clarita Board Chair.



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**Jan** has 20+ years of experience as an international consultant, trainer and researcher focused on philanthropy, resource mobilization and leadership in civil society in more than a dozen countries around the world, primarily in Central and Eastern Europe. He is the co-founder of the Czech Fundraising Center, a leading CEE capacity-building non-profit, and the Chair of NETT – the Civil Society Think Tank – both based in Prague. Jan serves on the boards of several non-profits. *“I serve leaders in the philanthropic sector in pursuing their mission so that they may walk the Earth with their heads held high.”*

**Please evaluate  
this masterclass at**

**[bit.ly/2024jiri](https://bit.ly/2024jiri)**

**Thank you!**



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