

Willingness to Support

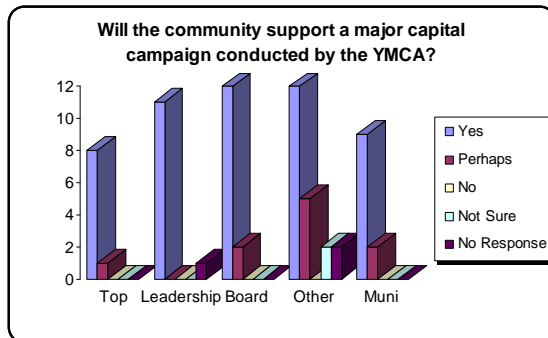
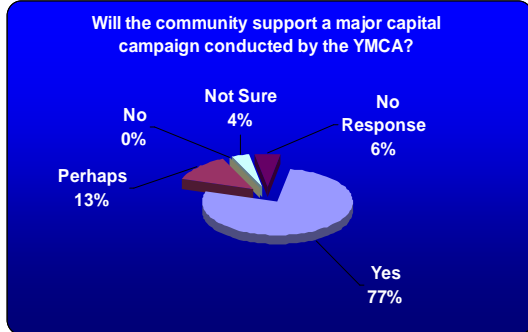


For a campaign to be successful, donors must step up and commit to supporting the project. A key component of an individual’s support is the priority they place on the proposed campaign. In conjunction with determining someone’s individual priority, it is important to determine their perception of how well the overall community will support the project, as this “perceived potential” for a successful campaign will have a direct impact upon an individual’s support for a project. Therefore, identifying each person’s “perception” of the likelihood of the community providing adequate financial support is very important to the Study.

Ultimately identifying the appropriate campaign goal the community would be both capable of and willing to support is very important as well since prospective donors will typically provide greater support for projects they feel are likely to be successful. The campaign goal must be viewed as realistic in light of competition for donor support throughout the community. This does not necessarily imply that the goal should be easily achievable; however, there should be a credible plan in place to secure the funds necessary to complete the proposed project.

Will the community support a major capital campaign conducted by the YMCA?

Yes	Perhaps	No	Not Sure	No Response
41	7	0	2	3



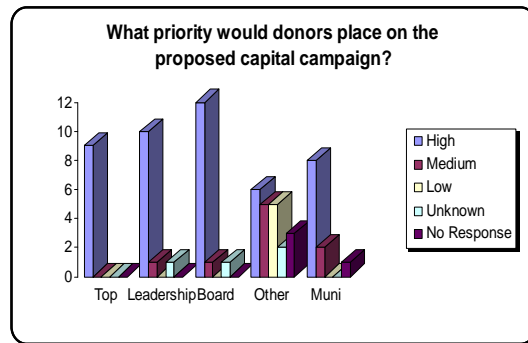
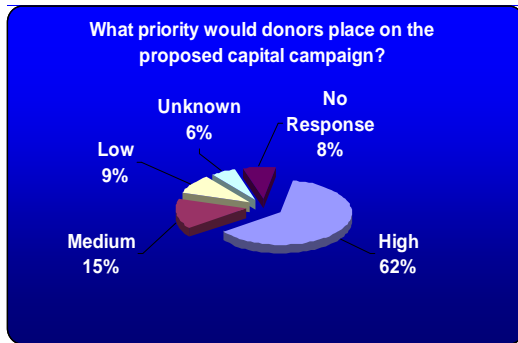
Comments:

- “It is often a challenge to secure funds due to all of the small projects competing for the same dollars.”*
- “Need to think of a more regional name.”*
- “It will be supported if the community education is there.”*
- “If the right project is taken to the community.”*
- “Community participation and ownership of the process is critical.”*
- “This project will need to be promoted well to succeed. The mayor and other key leaders should make public statements of support for this project to provide credibility.”*
- “The campaign will need to be very professionally conducted to succeed.”*

The completed short questionnaires indicated the community would financially support this project with *eight (8)* strongly agreeing, *twenty-three (23)* agreeing, *four (4)* no opinion, *three (3)* disagreeing and *one (1)* strongly disagreeing.

What priority would donors place on the proposed capital campaign?

High	Medium	Low	Unknown	No Response
33	8	5	3	4



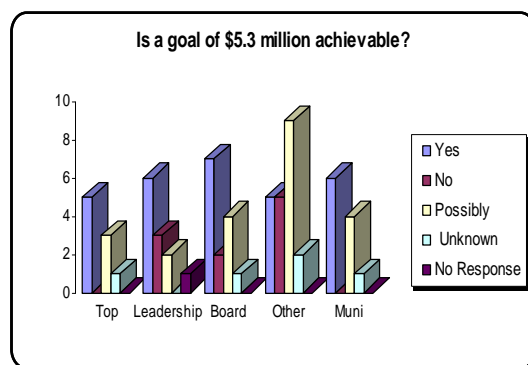
Comments:

The fact that all nine Top Gift Level interviewees indicated this project would be a high priority bodes well for a successful campaign.

The short questionnaires responses were positive with regard to the desire to support the project with *twenty-one (21)* strongly agreeing, *eleven (11)* agreeing, *three (3)* no opinion and *two (2)* disagreeing.

Is a campaign goal of \$5.3 million achievable?

Yes	No	Possibly	Unknown	No Response
22	8	18	4	1

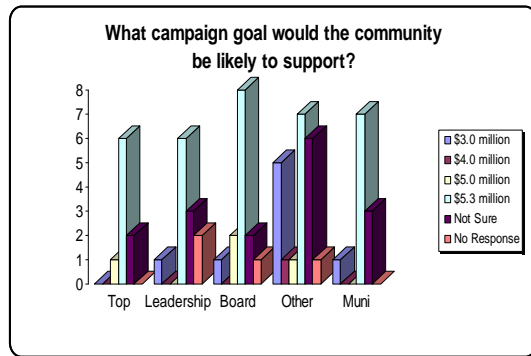
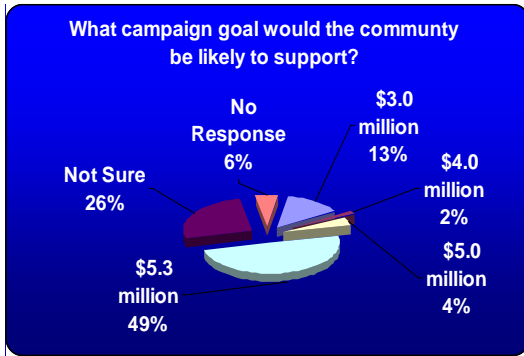


Comments:

The opinions were rather positive; indicating a campaign goal of \$5.3 million is achievable, with *forty-one percent (41%)*, of those interviewed agreeing a goal of \$5.3 million is achievable. *Thirty-four percent (34%)* indicated the goal was possibly achievable.

What campaign goal would the community be likely to support?

\$3.0 million	\$4.0 million	\$5.0 million	\$5.3 million	Not Sure	No Response
7	1	2	26	14	3



The responses included in the short questionnaires did not give a clear indication of what campaign goal would be achievable with *one (1)* indicating a \$1.0 million goal, *one (1)* indicating a \$2.0 million goal, *eight (8)* indicating a \$3.0 million goal, *seven (7)* indicating a \$4.0 million goal, *fourteen (14)* indicating a \$5.0 million goal, *one (1)* indicating a \$6.0 million goal, *one (1)* indicating a \$7.0 million goal and *six (6)* indicated they did not know.