



**Pruehs & Associates, LLC**

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## STEPS TO CONDUCT A PHILANTHROPIC MARKET STUDY

- ▶ **Signed agreement letter**  
Specifics determined upfront: number of interviews, final report presentation, quantity of final written report, Pruehs personnel assignments, timeline, pricing
- ▶ **Develop a study prospectus** *(Pruehs with assistance from client)*
- ▶ **Identify interviewee prospects** *(Pruehs and client)*
- ▶ **Develop study materials** *(Pruehs)*  
Pre-study endorsement letter, interview confirmation letter, thank you letter
- ▶ **Develop interview questions/guide** *(Pruehs)*
- ▶ **Pre-study endorsement letters sent** *(Pruehs drafts/client sends)*
- ▶ **Schedule interviews** *(Client or Pruehs – determined in initial agreement)*
- ▶ **Letters of confirmation and prospectus mailed/emailed** *(Pruehs)*
- ▶ **Conduct interviews** *(Pruehs)*
- ▶ **Letters of appreciation sent** *(Pruehs)*
- ▶ **Tabulate responses** *(Pruehs)*
- ▶ **Analyze responses** *(Pruehs)*
- ▶ **Report writing and editing** *(Pruehs)*
- ▶ **Preliminary report presentation** *(Pruehs)*
- ▶ **Final report presentation and delivery** *(Pruehs)*