

# SWOT Analysis

## Strengths

- ✓ What makes your organization unique?
- ✓ What does your organization do well?
- ✓ What resources do you have at your disposal?
- ✓ What do others see as your strengths?

## Weaknesses

- ✓ What improvements does your organization need to make?
- ✓ What critical resources are you lacking?
- ✓ What might others perceive as your weaknesses?

## Opportunities

- ✓ What partnerships could strengthen your market position?
- ✓ What untapped talents or connections do your board members and/or volunteers bring to the table?
- ✓ What trends can you embrace?
- ✓ What networking opportunities should you consider?

## Threats

- ✓ What risks could harm your organization's reputation and/or cash flow?
- ✓ How does your competition impact your market share?
- ✓ What threats stem from your weaknesses?
- ✓ Rate your threat risk.