

SAMPLE SWOT ANALYSIS TABLE

STRENGTHS

Don't be modest; be realistic. Think about your strengths in relation to other nonprofit organizations in your service area and those that are your competitors.

What resources do you have? (cash, people, expertise, etc.)
What revenue sources generate most of your income?
What are your unique revenue generating advantages?
What do you do well in fundraising?
What do your constituents see as your strengths?

WEAKNESSES

Take a hard look at your past results in all areas of resource generation and determine which activities are performing well, marginal, or poor.

Are you underutilizing any of your resources?
What generating activities do you do poorly?
What revenue generating activities could you improve?
What generating tactics should you stop pursuing?
Are organizations in your area doing better than you?

OPPORTUNITIES

Opportunities are everywhere, especially during seasons of organizational and societal change. Be open to revisiting old opportunities that have reappeared.

Have you been invited to partner with another organization?
What activities might require both faith and action to undertake?
What are the open doors facing your organization?
What are the interesting trends in your field?

THREATS

Identify the social, political, or economic changes outside your organization to see how they could adversely affect your sustainability.

What financial resource obstacles do you face?
What factors or weaknesses are affecting your return on investment?
What is the public reaction to your revenue generating technique?
Could your size, visibility, success, or track record hurt you?
Do you have bad debt or cash-flow problems?



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