

SWOT ANALYSIS WORKSHEETS

| INTERNAL SWOT ANALYSIS | | | | |
|--|---|---------------|------------------|-----------------------|
| STRENGTHS | | | | |
| First | Solid donor base | | | |
| Why? | Donors love what we do | | | |
| Why? | Good relationships with staff | | | |
| Why? | Staff works hard at cultivation | | | |
| Why? | Outcomes are well documented and easy to share | | | |
| Why? | Staff is experienced, professional | | | |
| Final 1st | Committed donor base with good relationships to staff | | | |
| Ideas to leverage this strength: | | | | |
| Utilize the skills and experience of staff to formalize moves management program | | | | |
| Pair staff with board member for donor meetings | | | | |
| Start new donor referral program | | | | |
| Ease | Cost | Impact | Alignment | Total/Priority |
| 5 | 5 | 3 | 4 | 17 |
| Second | | | | |
| Why? | | | | |
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| Final 2nd | | | | |
| Ideas to leverage this strength: | | | | |
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| Ease | Cost | Impact | Alignment | Total/Priority |
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| Third | | | | |
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| Final 3rd | | | | |
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| Ease | Cost | Impact | Alignment | Total/Priority |
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|---|------|--------|-----------|----------------|------|------|--------|-----------|----------------|--|--|--|--|---|
| STRENGTHS | | | | | | | | | | | | | | |
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| Ideas to leverage this strength: | | | | | | | | | | | | | | |
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SWOT ANALYSIS WORKSHEETS

INTERNAL SWOT ANALYSIS

WEAKNESSES

| | | | | | |
|--|--|-------------|---------------|------------------|-----------------------|
| First | Heavy dependance on one source of revenue from state grant | | | | |
| Why? | Grant funding was readily available | | | | |
| Why? | Limited staff, so large return for minimal effort | | | | |
| Why? | No research for other sources of grants | | | | |
| Why? | No formal grant goals | | | | |
| Why? | Lack of overall fundraising strategy | | | | |
| Final 1st | Heavy dependence on state grant makes the organization vulnerable to funding disruptions | | | | |
| Ideas to address this weakness: | | | | | |
| Investigate contract grant writers | | | | | |
| Formalize grant application goals and targets | | | | | |
| Investigate increasing other sources of revenue in lieu of grant | | | | | |
| | Ease | Cost | Impact | Alignment | Total/Priority |
| | 3 | 2 | 4 | 4 | 13 |
| Second | | | | | |
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| Ideas to address this weakness: | | | | | |
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| Ideas to address this weakness: | | | | | |
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SWOT ANALYSIS WORKSHEETS

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| Final 4th | | | | |
| Ideas to address this weakness: | | | | |
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SWOT ANALYSIS WORKSHEETS

EXTERNAL SWOT ANALYSIS

OPPORTUNITIES

| | | | | | |
|---|---|-------------|---------------|------------------|-----------------------|
| First | Several organizations have reached out about partnerships | | | | |
| Why? | We are successful in delivering our programs and have a good reputation | | | | |
| Why? | We have available resources to serve more clients | | | | |
| Why? | Economy of scale and negotiated better prices for materials | | | | |
| Why? | Good PR working with other competent non-profits | | | | |
| Why? | Opportunities to fundraise for the new partnerships | | | | |
| Final 1st | New partnerships available to expand services and help more children | | | | |
| Ideas to take advantage of this opportunity: | | | | | |
| Partner with House of Hope for food pantry support | | | | | |
| Investigate possible partners for camp programs | | | | | |
| Consider joint fundraisers for partnerships | | | | | |
| | Ease | Cost | Impact | Alignment | Total/Priority |
| | 2 | 4 | 5 | 5 | 16 |
| Second | | | | | |
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| Ideas to take advantage of this opportunity: | | | | | |
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SWOT ANALYSIS WORKSHEETS

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|--|--|---------------|------------------|-----------------------|
| THREATS | | | | |
| First | Potential loss of after school buses | | | |
| Why? | Budget cuts to non-school programs | | | |
| Why? | Budget cuts necessary due to reduced revenue from economic downturn | | | |
| Why? | Outside programs not a priority for school board funding | | | |
| Why? | Effectiveness of the after-school programs not well publicized to school board | | | |
| Why? | School bus program was assumed to be a priority for school board | | | |
| Final 1st | Potential loss of after school buses | | | |
| Ideas to mitigate this threat: | | | | |
| Set up meetings with school board members | | | | |
| Presentation to school board | | | | |
| Seek other sources of funding for school buses or other transportation options | | | | |
| Ease | Cost | Impact | Alignment | Total/Priority |
| 2 | 5 | 5 | 5 | 17 |
| Second | | | | |
| Why? | | | | |
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| Final 2nd | | | | |
| Ideas to mitigate this threat: | | | | |
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EXTERNAL SWOT ANALYSIS

THREATS

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| Ideas to mitigate this threat: | | | | |
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| Ideas to mitigate this threat: | | | | |
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