**SWOT Analysis**

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| **S**trength  (Internal) | **Description of Strength:**  **Human Resources**   * *Rapport among staff members and with clients is strong* * *Staff have well defined programmatic roles* * *Staff compensation and benefits packages are equitable and competitive with other organizations* * *Communication is informal yet effective* | **Options for Keeping or Building on Strength:**  **Human Resources**   * *Define current practices and develop structures to ensure program integrity* |
| **W**eakness  (Internal) | **Description of Weakness:**  **Resource Development**   * *Have limited funding sources* * *Only 1 major funder – fundraising not diversified* | **Options for Minimizing or Overcoming Weakness:**  **Resource Development**   * *Explore other types of funding mechanisms to ensure sustainability* * *Create a solid fundraising plan* |
| **O**pportunity  (External) | **Description of Opportunity:**  **Community Public Relations & Mobilization**   * *Share experiences with the larger community* * *Mobilizing around our issues* * *Expand into more locations* * *Build stronger ties with political leadership* | **Options for Taking Advantage of Opportunity:**  **Community Public Relations & Mobilization**   * *Public Relations team will try to meet with political leadership once a month* * *Think of ways to increase the circulation of our newsletter* |
| **T**hreat  (External) | **Description of Threat:**  **Facilities & Admin Systems**   * *Transition to a 501(c)(3)* | **Options for Minimizing or Overcoming Threat:**  **Facilities & Admin Systems**   * *Accounting and administration office need additional training* |
| Priority Issues | * *Development of a Board of Directors* * *Financial/fundraising plan* * *Future of program (vision for deepening programs)* * *Revisiting the vision/mission of the organization* |  |