**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*
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| **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*
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| **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*
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| **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*
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| 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*
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