

# POWERPRISM

## *Power Prism® SWOT Analysis*

Prior to embarking on a campaign – even before beginning to plan the campaign strategy -- it is essential for coalitions and advocacy organizations to look internally and ask hard questions to evaluate their capacity in each of the six Power Tools of the Power Prism®. This will guide their campaign planning to ensure they are leveraging their strengths and opportunities, working to strengthen areas of weakness, and minimize threats. What makes coalitions so powerful is that their power comes from the sum of their parts – coalitions should conduct the SWOT analysis as a group rather than individual organizations.

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Research and Data Collection</b>				
<b>Coalition Building and Maintenance</b>				
<b>Grassroots and Key Contacts</b>				
<b>Fundraising and Development</b>				
<b>Media Advocacy</b>				
<b>Decision Maker Advocacy</b>				