

Strengths

- Positive assets within your organization. Tangible and intangible.
- What are your organization's strengths?
- Leadership in your organization?
- Bench strength?

Opportunities

- Positive elements outside your organization.
 - High demand of your services, a grant available to you.
- What trends might impact your products and services?
- Can you fill an unmet need.

SWOT

Weaknesses

- Negative aspects within your organization.
 - Outdated technology, lack of volunteers.
- What areas do you need to improve upon?
- Is there an area of expertise lacking on your board?

Threats

- Negative elements outside your organization.
 - Competing non-profit, loss of a funder.
- What trends might amplify your weakness?
- What if your top funders/sponsors go away?