

## SWOT Analysis Template for an Organizational Assessment; Marketing, Strategic or Capital Campaign

State what you are assessing here \_\_\_\_\_  
 Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.

<p><b>Criteria examples:</b></p> <ul style="list-style-type: none"> <li>Age of Organization</li> <li>Tenure of Staff</li> <li>Staff education/experience</li> <li>Financial Stability</li> <li>Transparency</li> <li>Reputation</li> <li>Capabilities</li> <li>Marketing - reach, distribution, awareness</li> <li>Innovative aspects</li> <li>Location and geographical reach</li> <li>Accreditations, qualifications, certifications</li> <li>Processes, systems, IT, communications</li> <li>Cultural, attitudinal, behavioural</li> <li>Management cover, succession</li> <li>Philosophy and values</li> </ul>	<h3>Strengths</h3>	<h3>Weaknesses</h3>	<p><b>Criteria examples:</b></p> <ul style="list-style-type: none"> <li>Mission too broad/narrow</li> <li>Cashflow/ Financial weakness</li> <li>Gaps in capabilities/experience of staff</li> <li>No public awareness</li> <li>Poor website</li> <li>Board inefficiency or indifference</li> <li>Lack of competitive strength</li> <li>Reputation, presence and reach</li> <li>Known vulnerabilities</li> <li>Competing deadlines and pressures</li> <li>Effects on core activities, distraction</li> <li>Morale, commitment, leadership</li> <li>Accreditations, etc</li> <li>Processes and systems, etc</li> <li>Management cover, succession</li> </ul>
<p><b>Criteria examples:</b></p> <ul style="list-style-type: none"> <li>New grants available</li> <li>Possible partnerships</li> <li>Demographic trends</li> <li>Companies looking for cause-marketing opportunities</li> <li>Influential connections</li> <li>Recent good press</li> <li>Market developments</li> <li>Industry or lifestyle trends</li> <li>Technology development and innovation</li> <li>Niche target markets</li> <li>Business and product development</li> <li>Information and research</li> <li>Volumes, production, economies</li> <li>Seasonal, weather influences</li> </ul>	<h3>Opportunities</h3>	<h3>Threats</h3>	<p><b>Criteria examples:</b></p> <ul style="list-style-type: none"> <li>Elimination of funding</li> <li>Economy - home, abroad</li> <li>Political turnover</li> <li>Recent bad press</li> <li>Demographic trends</li> <li>Rising costs</li> <li>Legislative effects</li> <li>Competitor intentions</li> <li>Market demand</li> <li>New technologies, services, ideas</li> <li>Vital contracts and partners</li> <li>Sustaining internal capabilities</li> <li>Obstacles faced</li> <li>Insurmountable weaknesses</li> <li>Loss of key staff</li> <li>Seasonality, weather effects</li> </ul>