



**Solutions en
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SWOT ANALYSIS

A SWOT analysis allows you to identify strengths, weaknesses, opportunities and threats for your nonprofit organization. You can conduct a SWOT analysis with your employees, your volunteers and/or members of your Board of Directors. You can then use the results to help guide you in the development of your fund development plan, your communications plan, your key messages, as well as actions to undertake to take advantage of opportunities and reduce risks. It's an excellent tool to find out where the organization stands and challenges to come. There are no wrong answers!

STRENGTHS

What are your strengths?

What do you do that stands out from others?

What differentiates you from other nonprofits?

What are you proud of?

WEAKNESSES

What are your weaknesses?

What do you need to improve?

Are there strategies/projects/services that haven't had the success you had hoped for?

OPPORTUNITIES

Which opportunities are presented to you?

What are new avenues to explore?

Could you innovate in certain areas?

Could you put in place new partnerships?



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THREATS

Which factors present a risk for your nonprofit organization?

Which issues (political, environmental, economical or other) can undermine your mission?

Are you faced with certain challenges?

Once the SWOT analysis has taken place with different groups, make sure to organize your results. Find the themes that keep repeating themselves and prioritize them in order to put new strategies into place.