**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.*

***Criteria examples:***

***Strengths***

***Weaknesses***

***Criteria examples:***

*Age of Organization
Tenure of Staff*

*Staff education/experience
Financial Stability
Transparency*

*Reputation
Capabilities*

*Marketing - reach, distribution,
awareness*

*Innovative aspects*

*Location and geographical reach
Accreditations, qualifications,*

*certifications*

*Processes, systems, IT,
communications*

*Cultural, attitudinal, behavioural
Management cover, succession*

*Philosophy and values*

*Mission too broad/narrow
Cashflow/ Financial weakness*

*Gaps in capabilities/experience of
staff*

*No public awareness
Poor website*

*Board inefficiency or indifference
Lack of competitive strength*

*Reputation, presence and reach
Known vulnerabilities*

*Competing deadlines and pressures
Effects on core activities, distraction*

*Morale, commitment, leadership
Accreditations, etc*

*Processes and systems, etc
Management cover, succession*

***Criteria examples:***

***Opportunities***

***Threats***

***Criteria examples:***

*New grants available
Possible partnerships*

*Demographic trends
Companies looking for cause-*

*marketing opportunities
Influential connections*

*Recent good press
Market developments*

*Industry or lifestyle trends
Technology development and*

*innovation*

*Niche target markets*

*Business and product development
Information and research*

*Volumes, production, economies
Seasonal, weather influences*

*Elimination of funding
Economy - home, abroad*

*Political turnover
Recent bad press*

*Demographic trends
Rising costs*

*Legislative effects
Competitor intentions*

*Market demand*

*New technologies, services, ideas
Vital contracts and partners*

*Sustaining internal capabilities
Obstacles faced*

*Insurmountable weaknesses
Loss of key staff*

*Seasonality, weather effects*