

Template: SWOT Analysis

The most commonly used tool to conduct an organizational audit is the SWOT analysis, which is often used during the strategic planning process.

STRENGTHS

- What do you (as a program or organization) do better than anyone else?

WEAKNESSES

- What could you improve?
- What do others do better than you?
- What inhibits your ability to achieve success?

OPPORTUNITIES

- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?

THREATS

- What obstacles do you face?
- What are other nonprofits doing that you should be worried about?
- What are funders doing that you should be worried about?

Agency Name

SWOT Analysis

