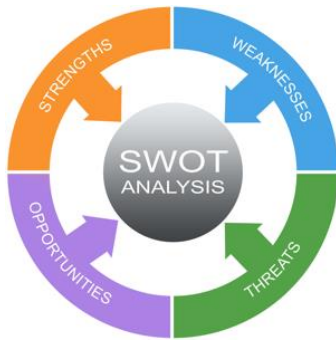# SWOT Analysis (Fundraising)

S = Strengths
W = Weaknesses
O = Opportunities
T = Threats

A **SWOT Analysis** is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to **you** and the Threats **you** face. **Used** in a fundraising context, it helps **you** carve a sustainable niche in your market in terms of your fundraising activities.

Strengths and Weaknesses are usually **internal** to your organisation, while **Opportunities and Threats** generally relate to **external** factors.

Your SWOT analysis doesn't need to be exhaustive; however, it should conclude with a summary of your findings explaining how your strengths will enable fundraising opportunities to be exploited, how you aim to alleviate weaknesses and your plans for tackling potential threats.

Strengths *= characteristics of your organisation or team that give it an advantage over others in the sector.*

- What advantages/strengths does your organisation have, i.e. what do you do better than anyone else?
- What do people in the sector see as your strengths?
- What are your organisation's Unique Selling Points (USPs)?

Examples could include - reputation of your organisation, fundraising skills of staff, numbers and commitment of volunteers, track record of successfully running services for diverse funders, knowledge and expertise in your specific area of work, in-depth knowledge of the needs of your beneficiaries, etc.

Weaknesses *= characteristics that place the organisation at a disadvantage relative to others.*

- Are there any aspects of your organisation/service which could you improve? Anything you need to avoid?
- Have your volunteers and staff identified any clear weaknesses?
- What are people in the voluntary sector/project beneficiaries likely to see as weaknesses?

Examples could include – lack of experience in developing new projects, lack of skilled fundraising staff, lack of volunteers, management committee issues hampering decision-making, low reserves/cash-flow problems, etc.

Opportunities *= chances to make a bigger difference in the area in which you operate.*

- What good opportunities can you spot?
- What interesting trends are you aware of?

Examples could include - positive relationships with funders, potential to diversify your services, strong links with MLAs and local councillors, expertise in an area currently undergoing change, e.g. welfare reform.

Threats = *factors that could cause trouble for your organisation*

• What obstacles do you face?
• What are your competitors doing? Do they have better skills, knowledge or track record?

Examples could include – more established organisations carrying out similar work in your area, recent adverse publicity, advent of GDPR, potential impact of BREXIT, etc.

SWOT Analysis Template

STRENGTHS	WEAKNESSES
OPPORTUNITIES	**THREATS**