***Sample SWOT (Strengths/Weaknesses/Opportunities/Threats) Analysis***

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| **I****N****T****E****R****N****A****L****A****S****S****E****S****S****M****E****N****T** | **POSITIVE INFLUENCES** | **E****X****T****E****R****N****A****L****A****S****S****E****S****S****M****E****N****T** |
| **Strengths**Founder has widely recognized expertise.Organization has had success at securing a city government contract.Participants speak well of organization’s services.Highly qualified staff has been hired.The first 15 families served have maintained stable housing for a year. | **Opportunities**Founder can use her reputation to build greater awareness of the organization.A recent census of homeless families and subsequent media coverage have brought attention to the needs of homeless families in our city.The mayor has announced that addressing needs of homeless families is one of her priorities.Coordinating services with other agencies can lead to more comprehensive care for clients. |
| **Weaknesses**Founder is better known than the organization or its programs.Weak name recognition for nonprofit program.Board has only five members, and all are personally loyal to the founder/director.Board has limited fundraising experience. | **Threats**Lower-than-anticipated tax revenues likely will lead to cuts in city budget and future grants.Two other nonprofits serve the same low-income families and will be competing for funds.Students are being priced out of apartments near the university and are moving into the neighborhood we serve. It is unlikely we can secure additional provisional housing for homeless clients close to our offices. |
| **NEGATIVE INFLUENCES** |