

SAMPLE STRENGTHS WEAKNESSES OPPORTUNITIES THREATS (SWOT) EXERCISE

| Strengths | Weaknesses |
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| <p>Examples:</p> <ul style="list-style-type: none"> • Knowledge of the issue • Passion for the project • Past successes • Diverse, strong coalition • Reputation of The Robert Wood Johnson Foundation | <p>Examples:</p> <ul style="list-style-type: none"> • Lack of experience with fundraising • Limited human resources • Limited time (both daily and until deadline) • Lack of philanthropic entities in community • Feel like resources are tapped out • Small coalition |
| Opportunities | Threats |
| <p>Examples:</p> <ul style="list-style-type: none"> • Large number of nonprofit health care facilities transitioning to for-profit and establishing grantmaking bodies • Have established corporate partnerships with local businesses • Have established partnerships with local organizations | <p>Examples:</p> <ul style="list-style-type: none"> • SCHIP has been/is going to be capped • State budget is facing a deficit • Competition from other nonprofits • Match deadline is nearing and still have money to raise |