

NONPROFIT SWOT ANALYSIS MATRIX

Organization: _____ Date: _____

STRENGTHS (Internal)

- Strong volunteer base and community engagement
- Transparent financial reporting and low overhead
- Unique program offerings or specialized expertise
- *[Add internal advantage...]*

WEAKNESSES (Internal)

- Limited digital marketing presence
- Heavy reliance on a single grant or donor
- Staff burnout or high turnover rates
- *[Add internal challenge...]*

OPPORTUNITIES (External)

- New corporate social responsibility (CSR) partnerships
- Legislative changes favoring mission goals
- Increasing public interest in the specific cause
- *[Add external potential...]*

THREATS (External)

- Economic downturn affecting individual donations
- Increased competition for local government funding
- Changing regulatory requirements for nonprofits
- *[Add external risk...]*

Strategic Action Notes: