

SWOT Analysis Instructions



A SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis is a tool that can be used to inform strategic planning decisions. When applied to a volunteer management setting, it can be used for assessing everything from the general volunteer program, to current volunteer recruitment or retention strategies, and anything in between.

Step 1: Identify an objective, or area of assessment.

Step 2: Identify Strengths, Weaknesses, Opportunities, and Threats as they relate to the objective

Step 3: Based on your SWOT analysis, identify next steps or goals to help you move in the desired direction of improvement/success. These should be both short-term (1-6 months) and long-term (6+ months) goals, or whatever timeline works for your needs.

Example:

Objective – Assessing volunteer recruitment strategy

Strengths – What parts of your current recruitment strategy are working?

Weaknesses – In what areas could your strategy improve? How does your current structure present obstacles to recruiting new volunteers?

Opportunities – Where do you see opportunities to engage new volunteers?

Threats – What external issues/circumstances pose a threat to your recruitment efforts?

Next Steps – What is one thing you can do in the next 3-6 months to better position your church/organization to more effectively recruit new volunteers?

SWOT Analysis Tool

Objective/Project:

	Helpful	Harmful
Internal	S	W
External	O	T

Next Steps/Goals: