



SWOT Analysis (Fundraising)

Strengths and weaknesses are internal factors, and Opportunities and threats are external factors

| Strengths | Weaknesses |
|---|--|
| <p>What is your organisation good at? How is your organisation unique? What are the distinctive qualities that separate you from your competitors? What internal resources does your organisation have, such as staff with experience in income generation?</p> | <p>What are the things your organisation lacks, such as enough staff time to research funding opportunities or grant database software? Are there things that your competitors do better than you? Is your Unique Selling proposition (USP) unclear?</p> |
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| Opportunities | Threats |
| <p>What opportunities can you think of? Perhaps there are few competitors in your area or a growing demand for your services due to population demographics. Or perhaps there are opportunities for increased partnership working or community involvement?</p> | <p>Are there any potential threats on the horizon? Are there emerging competitors? Is the regulatory environment changing? Are there imminent reductions in funding streams such as the Bus Service Operators Grant?</p> |
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