



**SOCIAL  
INNOVATION  
COMMUNITY**

## **TOOL TEMPLATE: SWOT WORKSHEET ANALYSIS**

References: Building Multiple Revenue Sources (Strengthening Nonprofits: A Capacity Builder's Resource Library)

### **What are your current financial resources capacities, problems and what are the opportunities and risks?**

Complexity: Medium  
Time required: 2-3 hours  
Material required: pen, whiteboard, post-its  
Other: The activity must be done in a group.

### **What is it for?**

A SWOT analysis is commonly used tool and it is applied here for the scenario of creating a funding strategy through identification of the innovator's inner capacities and deficiencies as well as external potentials and risks. There are several funding options for each innovator or organization and their choice will depend on the various factors identified through a SWOT analysis. The activity aims at involving team members and participants into the discussion, gaining insights from the various points of view and categorization of the collected inputs in four categories. Identification of these categories is important because it informs about later steps in planning to achieve the financial goal.

### **How to use it?**

The participants identify strengths (S) and weaknesses (W) as the internal factors on the one side and opportunities (O) and threats (T) as the external factors that influence the income strategy of the innovator. They are encouraged to discuss each area in a critical and organized manner. There are two ways to do it; The SWOT analysis starts from internal factors and proceeds to the external factors. However, in order to avoid immediate focus on internal qualities and shortcomings it is also possible to conduct a 'TOWS' analysis. Essentially the same thing, it first considers opportunities and threats resulting in more productive and focused examination of the external environment rather than getting bogged down in abstract discussions about what a team's strengths and weaknesses are.



**SOCIAL  
INNOVATION  
COMMUNITY**

# SWOT WORKSHEET ANALYSIS

References: Building Multiple Revenue Sources (Strengthening Nonprofits: A Capacity Builder's Resource Library)



**SOCIAL  
INNOVATION  
COMMUNITY**

## STRENGTHS

Consider the following questions:

- What financial resources do you have (cash, people, expertise etc.)?
- What are your revenue-generating advantages? Are any of this unique to you?
- What do you do well in fundraising?
- What do your constituents see as your resource strengths?

## WEAKNESSES

Consider the following questions:

- Are you underutilizing your board, community relations, development budget, reputation, or staff? If so, what would it look like if you were using them fully?
- Which of your present revenue-generating activities could you improve?
- Which do you do poorly?
- What revenue-generating tactics should you stop doing altogether?  
Are other similar organizations in your geographic area doing any better?
- Are you online? Do you accept donations online? How up to date is your website?

## OPPORTUNITIES

Consider the following questions:

- Have you been invited to collaborate with another organization?  
How was this evaluated in terms of risk and potential reward?
- What new activity might take a combination of faith and action to undertake?
- What are the open doors facing your organization?
- What are the interesting trends in your field?

## THREATS

Consider the following questions:

- What financial resource obstacles do you face?
- Are any new regulations, increased costs, or declining returns affecting your revenue-generating ability and return on investment?
- Is there adverse public reaction to a revenue-generating technique you are using?
- Is your size, visibility, success or revenue track record likely to hurt you in the future?
- Do you have bad debt or cash flow problems?
- Could any of your weaknesses seriously threaten your organization?