

# 32 SWOT ANALYSIS FOR IMPROVING FUNDING PLANNING



0h 50m



PLENUM AND  
SMALL GROUPS

## DESCRIPTION

Finding funding for your organization's programs and activities is the keystone on which much of your work rests. At the same time, planning out how your organization will find resources each year consumes a lot of time and energy.

This SWOT analysis helps you to assess the big picture of resource planning in your organization and make sure that your time and planning bear fruit in the form of funding.



## PREPARATION

List all of your organization's current donors and sources of funding.

Review **Background Paper: Income Sources Grid (22)**.



## MATERIALS

- Flip Chart
- Markers
- Moderation Cards



## TOOLS

- **Background Paper:**  
Income Sources Grid (22)



GROUNDWORK



FINANCIAL MODEL

**STEP 1****IN PLENUM:**

Review the list of your organization's funding sources and think about your fundraising strategy and how your organization gathers funds and finds donors. **[05 MIN]**

**STEP 2****IN SMALL GROUPS:**

Conduct a SWOT analysis. Each small group takes on one point of the SWOT analysis and take notes on moderation cards. **[15 MIN]**

- a. Strengths: What is your organization doing well in the area of fundraising? What are your current sources of income?
- b. Weaknesses: In what areas of fundraising is your organization facing a lot of challenges or problems?
- c. Opportunities: What are potential sources for new funding or new potential donors? What new opportunities are opening up in the donor market?
- d. Threats: Which risks is your organization facing with regards to the donor and funding market?

**STEP 3****IN PLENUM:**

Each group presents their findings and places their moderation cards in the relevant quadrant of a collaborative SWOT matrix (this can be drawn on a flip chart paper). Assess the whole of your SWOT analysis and think about the following questions.

- a. How can you make sure your strengths remain strengths?
- b. How can your weaknesses be improved?
- c. What would it take for your organization to take advantage of the opportunities you identified?
- d. How can the threats be neutralized? **[30 MIN]**

**FOLLOW UP**

Create an action plan detailing the activities which will sustain strengths, take advantage of opportunities, avert threats, and improve weaknesses. Make sure that the action plan includes who will be responsible for each task and when each activity should be implemented. See **Method Card: Action Planning for Next Steps (02)**