



SPiN: Strategic Planning in Nonprofits

SWOT Analysis Worksheet

Use this form to create a snapshot of your organization going into strategic planning. Fill out all four quadrants, keeping in mind that strengths and weaknesses have to do with your organization, while opportunities and threats (aka challenges) are things in your operating environment or community that may affect you. For a way to do this exercise as a group, see “Group Exercises to Liven Up Planning.”

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Challenges

