

# SWOT Analysis Form

*Photocopy several copies of this chart and fill in the blanks for your organization and your peer institutions. Be candid in your assessment and periodically re-evaluate your standing, especially when your nonprofit has gone through a major organizational change.*

		YOU	COMPETITOR
Internal Factors	STRENGTHS		
	WEAKNESSES		
External Factors	OPPORTUNITIES		
	THREATS (AKA CHALLENGES)		