



Global Membership Approach

What are our district's Strengths, Weaknesses, Opportunities and Threats?

Strengths and Weaknesses

Strengths and weaknesses are internal—what we have control over and can change. For example:

- Leaders in our district know how / do not know how to start new clubs
- It's not difficult / it's difficult to fill our leadership positions each year
- Our clubs do / do not make a special effort to make new members feel welcome
- Our clubs use / do not use social media well

Opportunities and Threats

Opportunities and threats are external—what's happening in the larger community that impacts our clubs. For example:

- Business are starting up or closing
- There are demographic shifts, like people retiring earlier or young families moving in
- Other humanitarian organizations can be gaining visibility or fading
- People can be growing more or less connected to their communities

Often, external factors that appear to be threats can be converted into opportunities. For example, other humanitarian organizations can become valuable partners in service.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

Bring your SWOT thoughts to our meeting. Together we'll discuss where we are and decide how far we can go!



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