

A SWOT analysis helps you better understand your community. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Once you understand all the internal and external factors your project might face, you can do a better job creating a service project that energizes your club and truly impacts those you wish to serve.

	HELPFUL to achieving the objective	HARMFUL to achieving the objective
INTERNAL ORIGIN attributes of the organization	Strengths S	Weaknesses W
EXTERNAL ORIGIN attributes of the environment	Opportunities O	Threats T

STRENGTHS

How well is your community serving the need your club wants to address? What strengths can your club bring to this issue?

WEAKNESSES

Where is your community failing to meet needs? Where would your club struggle to help move your project forward?

OPPORTUNITIES

Where can your club make a difference? What partners could help your project accomplish even more?

THREATS

What might keep your project from happening? Do you need special licenses or approvals to start your project? Does the timing interfere with an important school function? Get to know your community and understand its needs.