

## SWOT Analysis Overview for Rotary Clubs



**SWOT** analysis is a tool for a Rotary club to use as the first stage of planning. It helps club officers and board members focus on key issues.

**SWOT** stands for **strengths, weaknesses, opportunities, and threats**.

- Strengths and weaknesses are **internal** factors.
- Opportunities and threats are **external** factors.

### Examples of Strengths:

- Membership growth.
- Strong support for local community needs funding.
- Strong support for the Rotary Foundation.
- Comfortable meeting place with good food.
- Up to date constitution and bylaws.
- Any other aspect of your club that adds value to your ability to meet the objectives of Rotary.

### Examples of Weaknesses:

- Declining membership.
- Weak support for local community needs projects.
- Weak support for the Rotary Foundation.
- Poor meeting place and/or food.
- Poor reputation among service clubs in your area.

### Examples of opportunities:

- Strong local economy with new businesses opening.
- Local university with civic-minded faculty and administrators.

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- Lack of membership among vocations with local presence.
- Other local civic clubs with less attractive programs and services for their members.

### **Examples of threats:**

- An aggressive membership campaign by another local civic club.
- A substantial increase in the charge for club meeting space or meals.
- Weak local economy with businesses closing.

### **Simple rules for a successful SWOT analysis.**

- Be realistic about the strengths and weaknesses of your club when conducting a SWOT analysis.
- SWOT analysis should distinguish between where your organization is today, and where it could be in the future.
- SWOT should always be specific. Avoid grey areas as much as possible.
- Keep your SWOT short and simple. Avoid complexity and over analysis