

Section 10 Activity

Activity 10.1 Conduct a SWOT Analysis of an Unsuccessful Funding Application

Use the SWOT analysis template in [Activity 2.3.5 Conduct a SWOT Analysis \(p56\)](#). Examine all components of your application to identify what you did well and what could have been done better. Consider your application's:

- Strengths
 - Identify the key strengths of your application.
 - Look at what you did well and build on that next time.

- Weaknesses
 - Was your proposal realistic and achievable within the time frame?
 - Was your budget accurate?
 - Did you clearly identify your targeted population, geographic region, expected outcomes?

- Opportunities
 - What lessons can be learned?
 - Could you improve your preparation, planning, and writing processes?
 - Would you consider partnering with another organisation?
 - What other funding opportunities are available?
 - Which organisations were awarded funding and what are they doing?

- Threats
 - What can you do to make sure that you don't make the same mistakes next time?
 - What happens if key staff involved in writing your funding applications leave?
 - Does the funding pool you are seeking money from have a limited amount it can allocate?
 - Are organisations located nearby providing services similar to your funding application?

Activity 2.3.5 Conduct a SWOT Analysis

Conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats which may impact your organisation.

Use your SWOT analysis to identify:

- The positive, unique qualities and successful experiences your organisation and its personnel possess. This information may be used to inform the [Demonstrating Your Organisation's Strengths \(p214\)](#) section of your application
- The areas which may be lacking in your organisation with a view to either remedying these deficiencies through external opportunities (e.g., funding/ collaboration) or internal restructuring
- The external changes which may impact your organisation's mission, vision, and strategy and influence the ideas you cultivate in [Developing a Proposal \(p131\)](#).

Internal	<p>Strengths</p> <p>What are your strengths?</p> <p>What do you do better than others?</p> <p>What unique capabilities and resources do you possess?</p> <p>What do others perceive as your strengths?</p> <p>Are you planning to do something that will bring significant change?</p>	<p>Weaknesses</p> <p>What are your weaknesses?</p> <p>What do your competitors do better than you?</p> <p>What can you improve given the current situation?</p> <p>What do others perceive as your weaknesses?</p>
External	<p>Opportunities</p> <p>What trends or opportunities may positively impact you?</p> <p>What opportunities are available to you?</p>	<p>Threats</p> <p>What trends or conditions may negatively impact you?</p> <p>What are your competitors doing that may impact you?</p> <p>Do you have solid financial support?</p> <p>What impact do your weaknesses have on the threats to you?</p> <p>What impact do your strengths have on the threats to you?</p>