

## Section 10 Activity

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### 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

#### ***Strengths***

What are your strengths?

What do you do better than others?

What unique capabilities and resources do you possess?

What do others perceive as your strengths?

Are you planning to do something that will bring significant change?

#### ***Weaknesses***

What are your weaknesses?

What do your competitors do better than you?

What can you improve given the current situation?

What do others perceive as your weaknesses?

### External

#### ***Opportunities***

What trends or opportunities may positively impact you?

What opportunities are available to you?

#### ***Threats***

What trends or conditions may negatively impact you?

What are your competitors doing that may impact you?

Do you have solid financial support?

What impact do your weaknesses have on the threats to you?

What impact do your strengths have on the threats to you?