

SWOT ANALYSIS – Sample GALA Chorus

<p>Strengths</p> <ul style="list-style-type: none"> ▪ Strong donor base ▪ Extreme loyalty among many constituents ▪ Good product / good message ▪ Staff resources ▪ Staff longevity ▪ Dedicated, passionate singing members ▪ Volunteers with great talent ▪ Stable finances ▪ Catalog of recorded music 	<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Need/interest in outreach activities ▪ Current political climate within / around the gay community ▪ Continuing / increased relevance ▪ The “Glee Effect” in greater society / popular culture ▪ Younger audiences are culture seekers who are interested in / supportive of the GLBT community ▪ Corporate support for diversity (employee networks, giving, promoting tolerance as a recruiting tool) ▪ GALA Choruses – greater involvement ▪ Presence of so many donors to music, choral groups and commissioning efforts ▪ Greater gift potential as budget grows (from funders whose gift guidelines are based on budget and project size)
<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Small community of fans, supporters ▪ Chorus members (and some board) uncomfortable with fundraising; lack of organizational education on fundraising; lack of understanding among singing members that Chorus is a nonprofit business ▪ Internal divisiveness ▪ Does greater community see us as a “novelty act” 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Shifting priorities for corporate / foundation gifts ▪ Competition for funding, audiences, press attention ▪ Economy is still slow ▪ Perception of a gay chorus as a “novelty act”