



**CRERPA/Gateway Land Trust Collaboration Initiative
Meeting: January 20, 2010**

**SWOT Analysis Table Template
Fundraising – Recordkeeping - Stewardship**

SWOT Analysis

Scale: 1 to 5, 1 low - 5 high

Land Trust Alliance

Standard/Practice

FUNDRAISING

	STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
<i>FUNDRAISING</i>				
5/A				
5/B				
5/C				
5/D				

FUNDRAISING

	INTERNAL	EXTERNAL
POSITIVE	<u>Strengths</u>	<u>Opportunities</u>
NEGATIVE	<u>Weaknesses</u>	<u>Threats</u>

SWOT Analysis

Scale: 1 to 5, 1 low - 5 high

Land Trust Alliance

Standard/Practice

RECORDKEEPING

	<i>STRENGTH</i>	<i>WEAKNESS</i>	<i>OPPORTUNITY</i>	<i>THREAT</i>
<i>Recordkeeping</i>				
2/D				
5/B				
6/B				
9/G				
9/I				
12/E				

RECORDKEEPING

SWOT Analysis

	INTERNAL	EXTERNAL
POSITIVE	<u>Strengths</u>	<u>Opportunities</u>
NEGATIVE	<u>Weaknesses</u>	<u>Threats</u>

Land Trust Alliance
Standard/Practice

Scale: 1 to 5, 1 low - 5 high

STEWARDSHIP

	STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
STEWARDSHIP				
6/G				
8/B				
8/G				
8/J				
9/L				
11/A				
11/B				
11/C				
11/D				
11/E				
11/F				
11/G				
11/H				
11/I				
11/J				
11/K				
12/A				
12/B				
12/C				
12/D				
12/E				
12/F				
12/G				
12/H				
12/I				

STEWARDSHIP

	INTERNAL	EXTERNAL
POSITIVE	<u>Strengths</u>	<u>Opportunities</u>
NEGATIVE	<u>Weaknesses</u>	<u>Threats</u>