

**Fort Collins  
FIRST UNITED METHODIST Church  
1005 Stover Drive  
Fort Collins, CO 80524  
August 2010**

**LONG RANGE PLANNING**

**SWOT ANALYSIS PROCESS AND PROCEDURES**

I. Introduction

Are you aware the Church formed a permanent Long Range Planning Committee (LRPC) at the beginning of 2010? It will be developing a Plan for the Church during the coming months, and it is currently studying the Church's current situation.

So.....would you like to help influence the deliberations of the Long Range Planning Committee (LRPC)?.....contribute your opinions and ideas? Great!

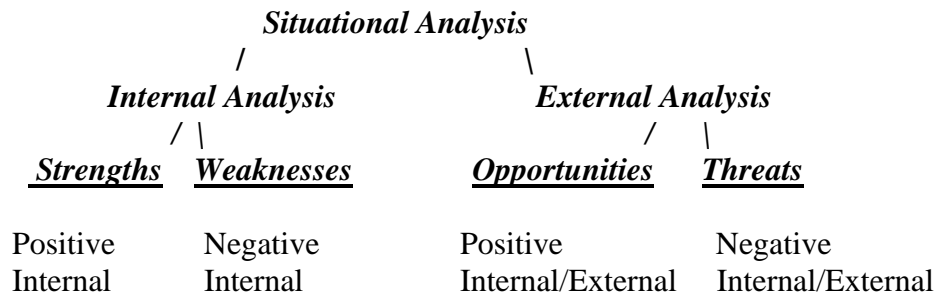
The LRPC is conducting a Situational Analysis for FCFUMC as a part of the process of developing a Long Range Plan. The LRPC wants input from a wide range of persons throughout the Church. In particular, it seeks individual members' views and opinions about the Church as they believe it is. If you would like to participate, please read on.....

II. SWOT Description

SWOT analysis is a simple framework for generating useful information about the strategic alternatives for an organization. The acronym stands for:

- Strengths
- Weaknesses
- Opportunities
- Threats

The following diagram shows the relationships of these elements:



The Strengths and Weaknesses elements concentrate on the perceived values of what is currently happening within the organization. The Opportunities and Threats elements address what is occurring outside the organization (the market) as well as an open-ended potential to identify and define new concepts, programs, and initiatives (Opportunities) that could be undertaken within the organization. In total, the combined factors listed can help provide a picture of not only “where we are”, but also “where we want to go.”

The Strengths can serve as a foundational base for launching new initiatives. With an understanding of all four elements, the Church may undertake actions to enhance its strengths, correct its weaknesses, capitalize on new opportunities, and eliminate or deter potentially serious threats to its well-being.

### III. How To Complete Your SWOT Analysis

Below is a place for you to list your beliefs about each of the four elements. There is no “right” number of “Strengths” or “Threats,” etc.....it will depend on your viewpoint for each one. You may write a single sentence or multiple sentences for each belief you have.....the LRPC just needs to understand you ideas. You may submit your name with your SWOT Analysis, or you may submit it anonymously

You are urged to think as broadly (strategically) or as detailed (operationally) as you wish in conducting this process. Both are needed by the LRPC.

- Strengths: Factors here would include a wide range of positive things that make our Church unique and successful. In particular, which ones position the Church for future success? What areas of the Church life are vibrant and healthy?
- Weaknesses: What is keeping our Church from being better than it is? What is limiting us? Are any of them the opposite side of certain “Strengths”? How do the resources we have compare to our needs?
- Opportunities: These may be program-related, but are not necessarily so. The LRPC anticipates identified Opportunities will ultimately lead to new initiatives by the Church, and to potential growth and greater success in meeting the needs of our members and the community at large
- Threats: These may be driven by either external events and circumstances or internal weaknesses. They could be related to demographic changes occurring in our market, societal/lifestyle trends in the general population (changes in individual attitudes, values, beliefs, and preferences), financial, economic, or geographic influences, the actions of other churches, etc., etc. It is essential that “Threats” be fully identified,

because the LRPC wants to incorporate action plans in the Long Range Plan to minimize their effects on the Church.

**YOUR SWOT ANALYSIS**

**1. STRENGTHS**

- 1.
  - 2.
  - 3.
  - 4.
- ETC.

**2. WEAKNESSES**

- 1.
  - 2.
  - 3.
  - 4.
- ETC.

**3. OPPORTUNITIES**

- 1.
  - 2.
  - 3.
  - 4.
- ETC.

**4. THREATS**

- 1.
  - 2.
  - 3.
  - 4.
- ETC.