

# Member Engagement SWOT Analysis

SWOT is a process for strategy clarification. Please work with the group at your table to come up with the common elements that fit in each box, based upon your experience. Read through the definitions below before proceeding.

**Strengths:** Things that we are good at now, and resources - material or otherwise - that we hold, and that are positive and/or helpful for member engagement.

**Weaknesses:** Current deficits in our union program, poor past practices, and other internal factors that hold our union back from running an effective program to engage our members.

*\*With strengths and weaknesses, please focus on aspects of union structure and program. A hostile boss may be a general challenge, but in these two boxes please look at those **internal** strengths and weaknesses.*

**Opportunities:** things in the environment (outside of our union) that are helpful or potentially helpful for engaging members.

**Threats:** factors in the environment that are likely to harm our ability to mobilize and engage our members.

Strengths	Weaknesses
Opportunities	Threats