

MODELS

SWOT Analysis to Plan Your Campaign

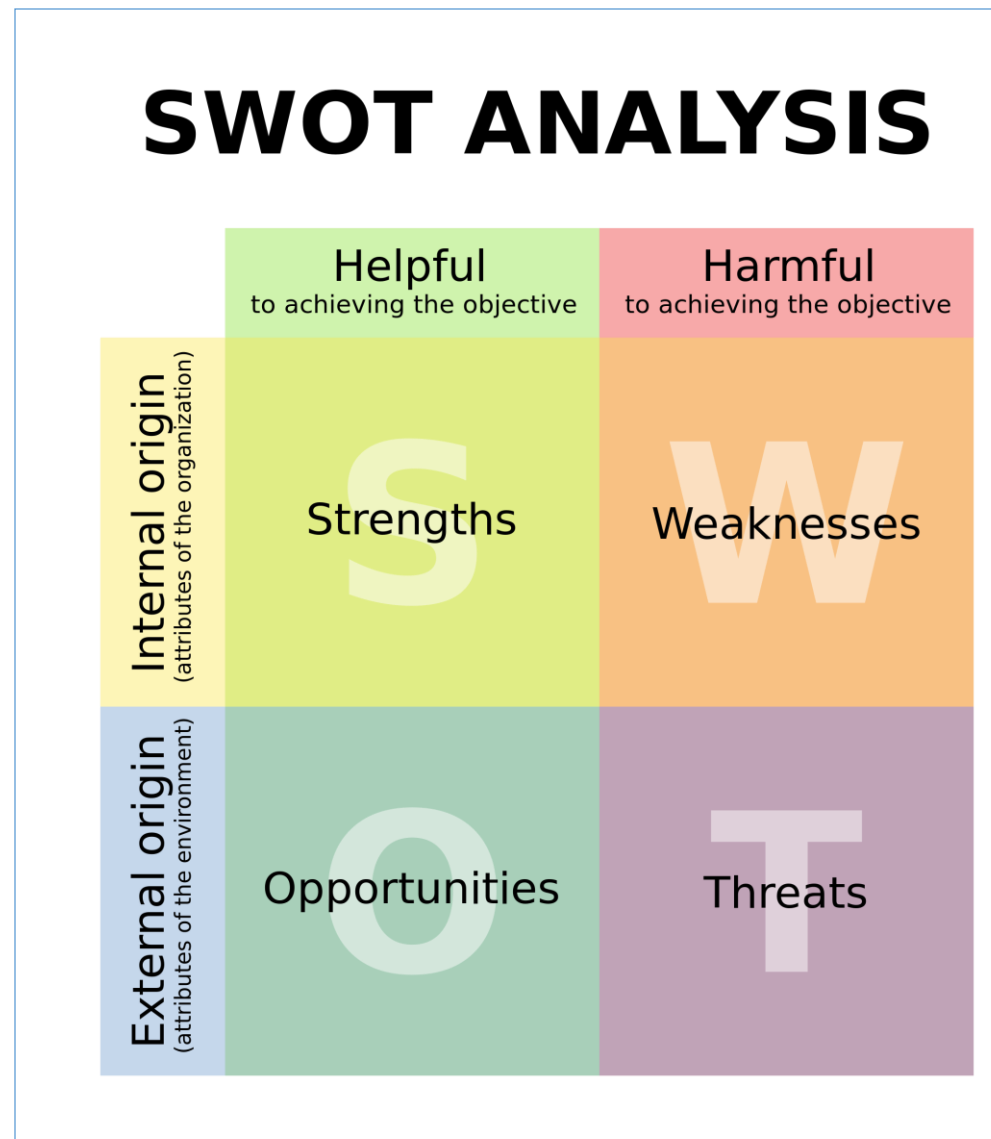
SWOT Analysis is an assessment tool that can be used by local unions in many ways—helping to plan a campaign, choose a project or prioritize resources.

It can help us answer questions:

- In which department can we have the most impact?
- What will be the biggest obstacle?
- Which campaign should we pursue?
- Which city should we focus on first?
- How should we allot our organizing resources?

It can help us reach our goals:

- reaching a 90% membership rate; and
- winning an election or contract campaign at a specific employer.



SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats. It gets you to think about both internal and external factors.