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Strengths

- **Things your Grange does well (such as specific activities and projects, etc).**
- **Qualities that separate your Grange from other organizations.**
- **Resources that your Grange can draw upon that other organizations can't.**
- **Tangible assets such as intellectual property, capital, licenses, and proprietary rights (such as trademarks, copyrights, patents, etc.)**

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Weaknesses

- **Things your Grange lacks, such as not owning a Grange Hall, etc.**
- **Too few members, or inactive members.**
- **Aging membership.**
- **The public not knowing who or what the Grange is and does.**
- **Limitations on resources.**
- **Other organizations serving the community better than your Grange.**

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Opportunities

- **Few competitors in your community.**
- **Emerging need for your Grange to make an impact in the community.**
- **Opportunities for collaboration.**
- **Hosting/supporting activities and projects that align with the Mission/Vision of the Grange.**
- **Press/Media coverage for your Grange.**

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Threats

- **Presence of active competing organizations.**
- **Changing attitudes towards the Grange - both internal and external.**
- **Financial issues and lack of money flow.**
- **Grange Hall/Property/ Building issues including disrepair.**
- **Negative press/media coverage.**

