

SWOT Analysis ZRS 20170506

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>-Clear mission internally; sincerely want to improve the world</li> <li>-New people/energy</li> <li>-Regular crew coming in; involvement &amp; willingness</li> <li>-15-20 years of stability; resilience</li> <li>-Warm and welcoming</li> <li>-Extended Zen communities; network, Hollow Bones, etc.</li> </ul>	<ul style="list-style-type: none"> <li>-Not bringing in enough money now; present situation is unsustainable; limited resources</li> <li>-Not good at asking for money</li> <li>-Haven't been sensitive about differing political ideologies</li> <li>-Loss of traditionalism</li> <li>-Lack of community integration</li> <li>-Not done a good job of maintaining connections</li> <li>-Geographically scattered</li> <li>-We're a weird church/potentially misunderstood by the community</li> </ul>	<ul style="list-style-type: none"> <li>-Establishing presence in the community</li> <li>-Creating a culture of fundraising</li> <li>-Defining our resources</li> <li>-Lot of time our facilities is not being used</li> <li>-In two years, haven't asked for money, have kept much of savings on hand/good stewardship</li> <li>-We can give tax deductions</li> <li>-Ecumenical community building</li> <li>-Strengthen relationships with geographically close community, other meditation groups, etc</li> <li>-Community Foundation grant for cultural events; nonprofit leadership initiative</li> <li>- Develop social relationships outside formal practice</li> </ul>	<ul style="list-style-type: none"> <li>-Declining revenue/lack of resources</li> <li>-Asking for money can drive people away</li> <li>-Being too insular; not making ourselves understood in the community</li> <li>-Becoming too focused on money</li> <li>-Burnout</li> </ul>