



## Devising a One-Year Development Plan SWOT Analysis Template

Strengths (Internal)	Weaknesses (Internal)
•	•
Opportunities (External)	Threats (External)
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## **Devising a One-Year Development Plan**

### **Guiding Questions**

1. Why is now the time to have a written plan?
2. Am I/we uniquely aware of our needs and what it takes to get there?
3. What fundraising programs will make up your development plan?
4. Are outside factors influencing/motivating this? Are we ready?
5. Who will be key in executing the plan?
6. Is there anyone that will actively support me/us on the execution of the plan?  
Who and how?
7. Do we have historical data to lay the groundwork for forecasting prospects and budgets?
8. How much time and capacity do I have to dedicate to this?
9. Over what period of time do I want to achieve this?
10. Is everyone clear on responsibilities and how will you set expectations?
11. What are the consequences if goals are not met?