

Assess Your Volunteer Process with a S.W.O.T Analysis

Use the SWOT template below to complete steps 1 through 5.

STEP 1: DEFINE YOUR GOAL(S)

What are you hoping to learn and achieve by conducting the SWOT analysis? How will it help your volunteer planning?

STEP 2: LIST YOUR STRENGTHS

Strengths are characteristics that are beneficial to the church/your ministry. If you were making a pros and cons list, these would be your “pros.” Examples may include having experienced leaders, active parents or a strong budget for your ministry.

STEP 3: LIST YOUR WEAKNESSES

Think about the pain points you/your volunteers/ the people in your church experience as it relates to volunteers — the “cons” in your imaginary pros and cons list. These are weaknesses, which need to be identified and tackled. Examples may include lack of a clear mission, inconsistent volunteers or lack of clarity in roles and responsibilities.

STEP 4: IDENTIFY YOUR OPPORTUNITIES

Opportunities are factors outside your ministry that you can leverage and use to your advantage. If your church has an active social media presence, that may be an **opportunity** to build interest in volunteering in children’s ministry. Or, if attendance has increased at your church, more people = more potential volunteers = **opportunity**.

STEP 5: BE AWARE OF YOUR THREATS

“Threats” sounds a little intense for children’s ministry, right? But in this context, threats are simply elements that may hinder the operation of your volunteer systems — major problems that don’t lie within your ministry, but that may affect it negatively nonetheless. Threats may include negative attitudes around serving, a small budget for supporting volunteers, or living in a community where people frequently move in and out.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Your SWOT analysis will be helpful to refer back to throughout the next steps of your volunteer process. You may be able to use it as a guideline for what to do AND what not to do. We’ll give you tips on how to use it as you go.

Create Your Volunteer Framework

WHAT ARE YOUR VOLUNTEER NEEDS?

What are the roles, how many do you need, and what steps must be taken before they can serve? Brainstorm with your staff, existing volunteers, and other active adults who may be able to objectively contribute to the conversation.

THINK OF ALL THE JOBS THAT NEED TO BE DONE ON A REGULAR BASIS IN YOUR MINISTRY. WRITE THEM IN THE SMALL OVALS.



WHICH OF THESE COULD BE GROUPED TOGETHER UNDER ONE ROLE? DRAW LINES TO CONNECT THOSE CIRCLES.

Come up with a name for each role. Example: the person who gathers and prepares craft supplies for each classroom and keeps a running inventory of craft supplies may be your Arts & Crafts Coordinator.

Approximately how many people are needed for each role? Considerations: Number needed on a given day, time involved (can it all be done the day of, or is additional prep time needed? Other consideration: Do some roles need more consistency than others? (think relationships, knowledge of previous week, etc).

What requirements do volunteers need to meet before they can serve? (background checks, volunteer training, physical requirements, etc.). Note: All children's ministry volunteers need a background check, even those who will not regularly interact with children. Establishing these requirements beforehand will help you to communicate accurate information for people considering serving and will help you to keep a running checklist of who is ready to actively serve.