

Chapter **SWOT** Analysis – Please list your chapters:

Strengths _____

Weaknesses _____

Opportunities _____

Threats _____

★ Have you sought assistance to grow your membership?
Yes - How? _____
No - why not? _____

★ Do you need help attracting members? Yes No
Would you like to be contacted? Yes No
If yes, include contact name & information: _____

★ Do you need help retaining members? Yes No
Would you like to be contacted? Yes No
If yes, include contact name & information: _____

★ Monthly meetings – do you plan monthly or yearly? Monthly Yearly
★ Do you have a chapter sponsorship program Yes No
-Do you send out sponsor requests? by program Yearly

★ Media/Marketing: *(Check all that apply)*
Which of the following does your chapter use to promote your meetings & programs?
 Newsletter LinkedIn Email
 Facebook Website Newspaper/Magazine
 Radio/TV Mailings Chamber of Commerce

★ Does your chapter have a Strategic Plan? Yes No
Do you review it yearly? Yes No

★ Do you have a mentoring program? Yes No
Is it working? Yes No

★ Is your chapter represented at:
Regional Meetings: Spring Forum Yes No
Fall Conference Yes No
National Meeting: Annual Conference Yes No

★ Do you budget for a minimum of one member to attend these events? Yes No
If no – why not? _____