

NONPROFIT MASTERMIND & GRANT WRITING

Strategic Grant Resources for High-Impact Organizations

FREE STRATEGIC DELIVERABLE

SWOT Analysis for Grant Strategy: Framework, Template & Decision Matrix

A standard business SWOT analysis is too broad for grant seeking. Grant strategy requires evaluating specific organizational factors: funder alignment, proposal readiness, financial compliance, and outcome evidence.

How to Use This Tool: Review the quadrant definitions and examples below, fill in your organization's notes in the fillable matrix, and run every new RFP through the Go vs. No-Go Decision Framework.

The 4 Quadrants of Grant Readiness

1. STRENGTHS (Internal Advantages)

Internal assets that make your organization highly competitive for grant awards.

- **Board Engagement:** 100% board financial giving and active community connections.
- **Financial Compliance:** Clean annual independent audit and established indirect cost policy.
- **Track Record:** Documented program outcomes with baseline and multi-year evaluation data.
- **Funder Relationships:** Existing warm relationships with foundation program officers.

2. WEAKNESSES (Internal Gaps)

Internal vulnerabilities that lower reviewer scores or create eligibility barriers.

- **Single-Funder Reliance:** More than 50% of operating budget coming from a single source.
- **Evaluation Gaps:** Lack of formal pre/post survey tools or qualitative metric tracking.
- **Staffing Capacity:** Small development team without dedicated proposal writing hours.
- **Outdated Assets:** Outdated website, missing logic models, or expired SAM.gov profiles.

3. OPPORTUNITIES (External Tailwinds)

External funding trends and environmental factors that align with your mission.

- **New Funder Priorities:** Foundation priority shifts toward climate resilience, youth mental health, or rural equity.
- **Federal Pass-Through Funds:** State and local ARPA, IRA, or block grant allocations.
- **Strategic Coalitions:** Regional multi-agency partnerships eligible for collaborative grants.
- **Corporate Matches:** Corporate social responsibility (CSR) grant matching programs.

4. THREATS (External Headwinds)

External risks that could disrupt grant income or increase proposal competition.

- **Sunsetting Grants:** Multi-year grant cycles expiring without automatic renewal options.
- **Funder Leadership Changes:** New foundation board members or revised giving guidelines.
- **Economic Inflation:** Rising program delivery and staff salary costs outpacing grant caps.
- **Increased Competition:** Surge in regional non-profits vying for the same local foundation dollars.

Fillable Grant SWOT Worksheet

Type your organization's key factors into each quadrant below to create your customized grant strategy map.

Strengths (Internal)

List your top 3 to 5 internal advantages:

Weaknesses (Internal)

List your top 3 internal gaps to fix:

Opportunities (External)

List external funding opportunities:

Threats (External)

List external risks to monitor:

Strategic Go vs. No-Go Decision Framework

Before writing any proposal, score the opportunity against this 5-point checklist:

Decision Criteria	Green Flag (Go)	Red Flag (No-Go)
1. Alignment Score	Mission and RFP guidelines match 90%+ perfectly.	Requires stretching program scope or mission drift.
2. Award Range	Grant amount justifies staff drafting and reporting time.	Award is under \$2,500 with massive reporting burdens.
3. Capacity & Timeline	Team has at least 3 weeks before submission deadline.	Deadline is in 48 hours without existing template assets.
4. Eligibility & Compliance	All 501(c)(3), audit, and geographic rules are met.	Organization lacks required audit or regional eligibility.
5. Funder Relationship	Prior communication, warm intro, or past grant history.	Cold application to a funder that explicitly shuns cold RFPs.

Decision Rule: If an RFP gets 4 or 5 Green Flags, proceed to write! If it has 2 or more Red Flags, PASS immediately and redirect staff energy to higher-probability prospects.

ACCELERATE YOUR GRANT STRATEGY

Level Up Your Grant Program with NM Grant Writers Lab (\$497)

Ready to convert your SWOT insights into a reliable stream of grant awards? The **NM Grant Writers Lab (\$497)** provides the ongoing strategy, expert feedback, and template assets you need to succeed.

What is included inside the Lab (\$497):

- Monthly Live Group Coaching & Grant Strategy Teardowns.
- Direct Line-by-Line Proposal Reviews from Senior Strategists.
- Complete Vault of Logic Models, Budgets, and Boilerplate Narratives.
- Funder Prospecting Matchmaking & Federal RFP Prep Clinics.

Join the NM Grant Writers Lab (\$497) Now »

© 2026 NonProfit Mastermind Group & Workspace (NMGW). All rights reserved.

[Privacy Policy](#) | [Terms of Service](#) | [Support](#)