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MEJO 332 Public Relations Writing
Communication Audit Exercise
Assignment: Conducting a SWOT Analysis

SWOT Analysis for: _____ Fill Your Bucket List Foundation_____

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> -Colorful and vibrant -Board of Directors page-shows credibility, accountability and business structure -Good visuals and testimonials -User friendly (tabs pretty standard) -Great logo -Sponsors -Great idea -Gallery -Mission statement -Bucket Bash page 	<ul style="list-style-type: none"> -Haven't updated news tab since April 25, 2017 -Need better way to get to gallery. -Too much clutter on the website - Don't know what to look at first -Pages are very busy - "About page" need to be sooner- -Email of executive director and community director not on website - Needs to be more on the how it all started page and reworked page -No calendar 	<ul style="list-style-type: none"> -Capture emotional appeal -Testimonials -Newsletters -Fundraising/ Campaigns. - Get the word out -Keep going with great branding -Great cause -Just need to expand -Be present at more local events -Go to festivals, sporting events, etc. - Enlist volunteer and monetary assistance from local churches and clubs - Could do more to get everyday people volunteering 	<ul style="list-style-type: none"> -No real events besides Bucket Bash -Differentiating itself from Make-A-Wish Foundation and other non-profits -Lack of smooth experience for individual donations. -People want to be able to find out how they can help fast or will lose interest. - New 2018 tax law. -Standard charitable deduction has increased. No more need to itemize. This could negatively affect contributions.

	<ul style="list-style-type: none"> -Social media lacking -Hard to navigate -The galleries are good but need more of them to be clearly found, people don't watch videos - Doesn't come out and tell you how you donate immediately -Donation page super confusing 	<p>and giving small monetary donations.</p>	
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The organization needs to focus on creating more events, having a newsletter and getting the word out. It is too great of a cause to only have one event and no newsletter. The website needs to be less busy and more concise. They need to have a link to be able to pay right on the website. There needs to be one page on spreading the word, one page on volunteering, and one page on donating. There needs to be specific contact information. You need to be able to email specific people in the company. For example, a big sponsor needs to be able to contact the executive director, and local event coordinators need to be able to contact the community director. The wish gallery needs some quotes from the people who were granted a wish, or from their families. Not everyone can be a sponsor or a big donor, but people would definitely do a 5K or other fundraising activities to raise money. There needs to be an entire events tab on the site. Almost everyone has lost someone they love to cancer and they need to use that to recruit interest. They need to be more active in the community and not aim so high for big sponsors but also aim for the everyday person who will give five to ten dollars. Can't always go for the home run.