

Introduction to SWOT Analysis for Campbell Chapel AME Church

A Strategic Approach to Church Growth, System Enhancement, and Operational Efficiency

THE REVEREND FEDRICK WILSON, PASTOR

NOVEMBER 15, 2025

What is SWOT Analysis?

SWOT Analysis is a strategic planning tool used to identify the Strengths, Weaknesses, Opportunities, and Threats of an organization. It provides a structured framework to evaluate internal and external factors that impact the organization's goals and development. For a local church, applying SWOT Analysis can help create actionable plans for growth, improve operational systems, and enhance effectiveness and efficiency in ministry efforts.

The Importance of SWOT Analysis for Churches

Churches, like any other organization, face unique challenges and opportunities. As they seek ways to grow, support their congregations, and fulfill their mission, understanding their current position is vital. SWOT Analysis enables church leaders to:

- **Recognize strengths:** Highlight the assets, resources, and capabilities that make the church successful and impactful in its community.
- **Address weaknesses:** Pinpoint areas requiring improvement, whether in systems, leadership, or communication.
- **Seize opportunities:** Discover new ways to expand outreach, attract new members, or collaborate with other organizations.
- **Mitigate threats:** Identify potential challenges, such as declining attendance, financial constraints, or societal changes, and prepare strategies to address them.

Components of SWOT Analysis

Strengths

Strengths refer to the internal attributes of the church that contribute to its success. Examples may include:

- Strong leadership and a clear vision
- Faithful and committed congregation
- Effective communication channels
- Availability of financial resources
- Established programs for youth, families, or seniors

Weaknesses

Weaknesses are internal factors that hinder the church's progress or reduce its effectiveness. These might include:

- Outdated systems or technology
- Communication gaps within leadership teams
- Lack of volunteers or staff
- Limited engagement with the wider community
- Financial struggles or poor budgeting practices

Opportunities

Opportunities refer to external possibilities that the church can leverage for growth or improvement. These may include:

- Collaborating with local organizations or businesses
- Expanding digital outreach, such as through online services or social media
- Hosting community events to attract and engage non-members
- Increasing accessibility for people with disabilities
- Introduction of new ministries or programs

Threats

Threats are external factors that pose risks to the church's operations or objectives. These can include:

- Declining membership or attendance
- Shifts in societal attitudes toward religion
- Competition from other local churches or secular organizations
- Economic downturns affecting donations
- Natural disasters or unexpected crises

Benefits of SWOT Analysis

By adopting SWOT Analysis, our church can experience several benefits:

- **Strategic clarity:** Gain a clear understanding of where our church stands and where it needs to go.
- **Enhanced collaboration:** Foster unity among church members and leaders as we work toward shared goals.
- **Informed decision-making:** Base strategic decisions on evidence and insights rather than assumptions.
- **Proactive planning:** Prepare for challenges and seize opportunities with confidence.

Conclusion

SWOT Analysis is a powerful tool that equips our local church to adapt, grow, and thrive in an ever-changing world. By evaluating strengths, addressing weaknesses, seizing opportunities, and mitigating threats, our church can refine its systems, enhance its effectiveness, and fulfill its mission with greater efficiency. Embrace this strategic approach and witness our church's transformation into an even more vibrant and impactful community of faith.

SWOT Analysis Worksheet

Strengths 1. 2. 3.	Weaknesses 1. 2. 3.
Opportunities 1. 2. 3.	Threats 1. 2. 3.

Results of Initial Church Leadership SWOT Analysis

April 5, 2025

STRENGTHS

1. Church Founders
2. Location
3. Serving Community
4. Organization and AME Polity
5. History
6. Helping Disabled
7. Helping Children
8. Homeless Service
9. Outreach in Community
10. For Unity
11. National Day of Prayer
12. Network and Partnerships
13. Open Door Policy
14. Diversity
15. Leadership (Pastoral Leadership)
16. Financial Security
17. Land
18. Radical Hospitality
19. Outstanding Music Ministry
20. Donations
21. Training Ground
22. Communication
23. Service to the community
24. Support of non-profit organizations
25. Support of education of our youth
26. Willingness to serve
27. Praying Church
28. Concerned about membership
29. Loving Church
30. Strong Ministers
31. Teamwork
32. Sense of community
33. Forgiving Hearts
34. Warmth and congregational care
35. Abundant Service

36. Spirit-filled
37. People
38. Stained-glass windows and beauty of the church
39. Visionary leadership
40. Community resource
41. Catalyst and launchpad for other non-profit organizations
42. Help people
43. Organization
44. Outreach
45. Community Service
46. Evangelism
47. Bluffton Community Kitchen
48. Greeting
49. Facilities
50. Bible Study
51. Prayer Call
52. Home Visits
53. Faithful
54. Tenacious
55. Loving
56. King
57. Giving
58. Wisdom/Knowledge
59. Youth Ministry
60. Caring for children
61. Education
62. Community Collaboration
63. Relational
64. Social Media
65. People
66. Care for others
67. Wellness
68. Social Action
69. Helping other churches and non-profits
70. A training ground for new ministers
71. Welcoming

WEAKNESSES

1. Unwillingness to change
2. Youth/Young Adult Awareness
3. Women/Men's Ministry
4. Internal and external communication
5. Lack of accountability
6. Outdated technology
7. Strongholds
8. Sound System application and implementation
9. Youth Ministry
10. Cliquish
11. Lack of expediency
12. Implementation of tasks
13. Procrastination
14. Transportation ministry
15. Lack of transparency
16. Hold position, but do the work
17. Quick to judge
18. Too long to repair items
19. Start church on time
20. Don't complain about others unless you can do better
21. Maintaining good communication
22. Planning (Long Range)
23. Lack of Resources
24. Full engagement to complete work of church (80/20 rule)
25. Getting everyone involved
26. Prioritization of tasks
27. Lack of youth
28. Communication with the church
29. Following protocol
30. No limitation of positions (time served)
31. Solid transportation ministry
32. Young adult ministry
33. Resources for job training
34. Territorial
35. Clinch Fist
36. Not enough workers
37. Hold money
38. Keep money without a purpose
39. Not enough "I Will" people
40. No transparency in past (better now)
41. Children Service need services
42. Seniors need services

43. Men services
44. Mentor
45. Hospitality lacking (lunch)
46. Equipment maintenance
47. Church belongs to everybody
48. Birthday Announcement Discontinued
49. Class Leaders Not Doing Job
50. No Communication – Clarity Needed
51. Narrow Leadership
52. Physical capacity
53. Risk aversion

OPPORTUNITIES

1. Attend Town Council with goals short and long term
2. Mentor Preteen girls and boys
3. Parent Classes for Young
4. Family and Friends More
5. Partnership with other churches
6. Utilize Fellowship Hall for Outreach
7. Start a School PK – 3-year-old
8. More Fellowship with each other
9. More “I Will” people when new ideas are presented
10. Internal Control
11. Youth ministry to meet the youth at their place of need
12. Team building
13. Improved Communication (Technology)
14. Attracting New Members
15. Community outreach
16. Engage youth
17. Connecting to the school system
18. Planning Procedures and Improved Structures
19. Serious Marketing Plan
20. Inviting People to church
21. Help young people and children
22. Comes together as one
23. Mentoring program
24. Low-Income Housing or Affordable Housing
25. Assisting the elders
26. Be involved/unity
27. Community outreach
28. Outside Ministry
29. Knowing What needs (Confirming)
30. Church Prison Ministry
31. Administrative Systems (Needed)
32. Age out Foster Kids to help
33. Help those falling through the cracks (money, encouragement, mentor)
34. Mentoring (kids, adults, returning citizens)
35. Gym Outreach at Bluffton Recreation
36. Community Events held at Fellowship Hall
37. Clarify and Follow-up with Decision Making
38. Medical/Nurse Volunteer and Medical Emergency Preparedness Each Week for Sunday Worship
39. Self-Esteem Awareness and Personality Trait Training

THREATS

1. Lack of cameras, security systems working/implemented – congregation safety
2. Government (Local, State, Federal)
3. Racial barriers and misconception
4. Cliques
5. Strongholds
6. Lack of Knowledge
7. Feeling Unwelcome if not AME
8. Overcoming Sunday Morning Segregation
9. Outside Threats – violence, being targeted due to being a church of color and terrorism
10. Having proper security
11. Accompany women at night
12. Lack of knowledge
13. Lack of young people
14. Competing Interest
15. Declining membership – natural problem
16. Overcrowding of Town
17. Decline and Lack of Youth
18. Federal grant availability
19. Not bringing on new members
20. Jealousy
21. Not enough “worker bees”
22. Out of Touch with community
23. Bad Attitudes
24. “Me, Myself, and I”
25. Lack of Communication
26. No Follow Through
27. Don’t Just Talk About It Be About It
28. Lack of Security Cameras