**SWOT**

This SWOT is part of the initial research that will feed into the broader marketing project plan for ABM. The SWOT identifies the strengths and weaknesses (internal) and the opportunities and threats (external) specific to ABM’s marketing – the messages, audiences, tactics and more. Naturally, some of the points relate to ABM as a wider organisation.

The information has been collected through research and observation from the consultant as well as consultation with the communication team.

**Strengths:**

* Loyal and engaged supporter base
* A powerful database tool to segment audience and communicate effectively
* The official national mission agency of the Anglican Church of Australia
* Strong partnerships and relationships – both of the communication team and ABM as a whole
* Quality of work and attention to detail is high
* The missiology and ethos of ABM (the focus on partners not missionaries)is a strength-based one and the choice of ethical projects allows for positive stories to be communicated
* Appeals and publications are consistent and reliable, they are on schedule and donors know what to expect
* ABM communicates effectively to the traditional ABM demographics of supporters ie: through parishes
* A trusted cause
* The variety and amount of work achieved in a small team

**Weaknesses:**

* A variety of messages which can compete with each other or confuse an audience– Church to Church vs Development and the number of projects
* Database under-utilised as some data is missing eg: individual donors from parishes aren’t captured or details like ages not included
* Segmented fundraising strategies such as lapsed donor or new donor strategies are under developed and resources to target new donors to grow the database are limited
* The absence of a robust bequest or “In Memory” program
* Getting current and quality information and photos from partners to assist with emotional story-telling
* The flexibility required to react to changing priorities in the organisation can create a lack of direction
* Research and Development – resources and processes don’t allow the testing or review and analysis of marketing
* Like all not-for-profits, limited resources (time, people and money) limit the amount of activities achieved in a small team. The diversity and quantity of tasks required is high
* The brand is slightly dated which can limit the appeal to a younger demographic. This is not just the logo but the logo does define the identity of the organisation and consequently, the look and feel of ABM’s collateral and promotions could be refreshed to provide rejuvenation to the brand
* Some marketing tactics have been used for long periods which can cause donor fatigue

**Opportunities:**

* Engaging with a young demographic through Anglican schools
* Social Media platforms can be further developed to communicate with new audiences and can also be responsive to external factors in a timely manner
* ABM securing PBI status to broaden fundraising opportunities
* Disasters and the launch of Emergency Appeals bringing new donors to ABM
* Event driven fundraising could be an opportunity to further engage a younger demographic
* Use of the wider church network to support ABM to produce more prayer resources to go with campaigns
* Partnerships with other like-minded agencies allow the sharing of resources to engage with new audiences

**Threats:**

* The declining demographic of ABM’s traditional supporter base
* Reduction in government funding
* Competitors, mainly the other Anglican Agencies – Anglican Overseas Aid, Anglican Aid (Sydney), Anglican Aid Abroad (QLD), Anglican Relief and Development Fund
* Confusion in the marketplace – it is common that Anglicans think ABM is Anglicare
* Pull factors from the external church extend to ABM’s management and flow through to the communication team which contributes to the limited resources