

## SWOT Analysis – Potential Solution

Strength (Cause)	Opportunity (Event)
Corporate Culture	Value Added Volunteerism
CEO Support	Motivation to Volunteer
Personal commitment to excellence	Service Before Self-Focus
Teamwork	Increased Comradery
Desire to Achieve	Improved Skills and Responsibility
Volunteer Level of Effort	City Budgetary Savings
Volunteer Capacity for Work	Improve Personal Fitness
Weakness (Cause)	Weakness (Event)
Bad Weather	Rain Impacts Event Negatively
Traffic	Volunteer Injury
Team Fitness	Volunteer Health Issue
Hazardous Materials	Contamination
Transportation	Delays
Heat	Heat Stroke and/or Sun Burn
Catering	Dietary Restrictions