



# SWOT Feedback

(Strengths, Weaknesses, Opportunities, Threats)

## Considerations

**Camp Lemieux's Mission** is to nurture the faith lives of youth through a Catholic community, participation in the sacraments, and new experiences in an outdoor setting. Camp Lemieux will offer balanced programming which includes fun, friends, Catholic faith teachings, life skills, and recreation.

<b>STRENGTHS -</b> <b>positive attributes that give an advantage; things that we do well, are proud of, and let us stand out.</b>	<b>WEAKNESSES -</b> <b>negative attributes that limit performance or hinder growth; things we need to improve, fix, or avoid.</b>
<ul style="list-style-type: none"> <li>• What do we do well?</li> <li>• What do our campers &amp; families say we do well?</li> <li>• What is our unique offering?</li> <li>• Do we have strong brand awareness or brand reputation?</li> <li>• Do we have a high-quality website? Social media?</li> <li>• Do we have camp family loyalty?</li> <li>• Do we have a skilled and motivated team? Board?</li> <li>• Supplier, distributor, influencer relationships?</li> <li>• What proprietary or unique assets do we have?</li> <li>• What skills do we have or experiences to offer that others don't?</li> <li>• Do we have healthy stakeholder relationships?</li> <li>• Strong capital?</li> <li>• Do we have the ability to fundraise when needed?</li> <li>• Do our profit margins compare to non-profit industry benchmarks?</li> <li>• Other?</li> </ul>	<ul style="list-style-type: none"> <li>• Where can we improve?</li> <li>• Do we have low-quality offerings?</li> <li>• What do our campers &amp; camp families frequently complain about?</li> <li>• Do we have blind-spots? Programming, strategic planning, fundraising, stakeholders, etc.</li> <li>• Which objections are hard to address?</li> <li>• Are we new to some or not well known to others?</li> <li>• Do we have any limitations in distribution?</li> <li>• Are our resources and equipment outdated or old?</li> <li>• Are we lacking in staff, skills, or training?</li> <li>• Do we suffer from lack of financial resources? Cash flow problems? Debt?</li> <li>• Are our profit margins smaller than non-profit industry benchmarks?</li> <li>• Do we have a high turnover rate?</li> <li>• Do we have a weak online presence?</li> <li>• Other?</li> </ul>
<b>OPPORTUNITIES -</b> <b>favorable conditions that can be leveraged to achieve goals; things to benefit from or use it for leverage.</b>	<b>THREATS -</b> <b>unfavorable conditions that can harm camp; risks or challenges that we need to recognize.</b>
<ul style="list-style-type: none"> <li>• Do our competitors have any weaknesses we could benefit from?</li> <li>• Are there new skills, competencies, and capacities to access?</li> <li>• Target market growing or shifting in our favor?</li> <li>• Is there an untapped pain point or niche market?</li> <li>• Are there upcoming events we could benefit from?</li> <li>• Are there geographic expansion opportunities?</li> <li>• Are there potential new sources of financing?</li> <li>• Industry or economic trends that could benefit us?</li> <li>• Social or political trends that could benefit us?</li> <li>• Any new technology that could benefit us?</li> <li>• New partnerships or stakeholders emerging?</li> <li>• Other?</li> </ul>	<ul style="list-style-type: none"> <li>• New competitors or expansion in existing competitors?</li> <li>• Is our target market shrinking or shifting?</li> <li>• Could any indirect competitors become direct competitors?</li> <li>• Are there other youth alternatives emerging as more desirable options?</li> <li>• Are past stakeholders retreating or becoming inactive?</li> <li>• Industry/economic trends that could work against us?</li> <li>• Social or political trends that could work against us?</li> <li>• Any new technology that could work against us?</li> <li>• Any unknown negative publicity or past camp experiences rising as possible challenges?</li> <li>• Other?</li> </ul>



# SWOT Feedback - Jan 2024

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<b>OPPORTUNITIES</b> - favorable conditions that can be leveraged to achieve goals; things to benefit from or use for leverage.	<b>THREATS</b> - unfavorable conditions that can harm camp; risks or challenges that we need to recognize.

**Return by March 3** via mail, email, or submit using the online form available on our website.  
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