

**RESULTS OF DISTRICT 6840 SWOT ANAYLYSIS**

**AUGUST 23, 2014**

(75+ Attendees)

Rotarians rated the suggestions. Listed are the top five results in each area. \* means the result was rated twice as highly as the next item in that category

**Strengths**

1. Leadership\*
2. PETS
3. Financial support
4. District Conference
5. Youth Exchange

**Weaknesses**

1. District communications to members
2. Rotary education
3. Member engagement
4. Racial diversity
5. Resistance to change

**Opportunities**

1. Community leadership
2. New members
3. Interact and Rotaract expands Rotary family
4. Rotary branding
5. Visibility

**Threats**

1. Apathetic membership\*
2. Lack of youth in clubs
3. The economy
4. Loss of club leadership for district
5. District relevance