

SLSF

S.O.A.R. ANALYSIS:

UNDERSTANDING YOUR STRENGTHS, OPPORTUNITIES, ASPIRATIONS AND RESULTS
MONDAY, JANUARY 10, 2022

Description

- A strengths, opportunities, aspirations, results (SOAR) analysis is a strategic planning tool that focuses an organization on its current strengths and vision of the future for developing its strategic goals.

Relevant Definitions

- *S = Strengths*: What an organization is doing really well, including its assets, capabilities, and greatest accomplishments.
- *O= Opportunities*: External circumstances that could improve profits, unmet customer needs, threats or weakness reframed into possibilities.
- *A= Aspirations*: What the organization can be; what the organization desires to be known for.
- *R=Results*: The tangible, measurable items that will indicate when the goals and aspirations have been achieved.

When conducting a S.O.A.R. analysis, the basic questions to be answered are:

- What are our greatest strengths?
- What are our best opportunities?
- What is our preferred future? What do we value?
- What are the measurable results that will tell us we've achieved that vision of the future?



SLSF'S:
Strengths



Strengths Identified

- Staff
 - Varied Strengths
 - Positive and effective communication
 - Great presenters
 - Passionate, proud of why we are doing what we are doing
- Events
 - Consistency
 - White glove service to all attendees
- Established foundation
 - Organized
 - Targeted goals
 - Great at telling our story
- Adaptability
 - Virtual and hybrid events
- Community based
 - Relationship development, sponsor relationships
 - Park district access/collaboration
 - Market presence
 - Excels at bringing the community together



SLSF'S:

Opportunities
Needs/Wants



Opportunities/Needs/Wants Identified

■ Interns

- *Events and hospitality management internships*
- *Grant research internships*
- *Fundraising and non profit internships*

■ Events

- *Additional events to attract non-golfers*
- *Collaboration with park districts*
- *Expand social media marketing*

■ Groups

- *Reach new generations*
 - *Utilize social media to access communities*
- *Connect with businesses with similar values*
 - *Diversity, human resource groups*
- *Fortune 500 companies, grant opportunities*
- *Additional needs to address: mental illness, visual/hearing impaired*



SLSF'S:

Aspirations



Aspirations Identified

- Improve storytelling – teasers and closure to all fundraising efforts
- Increased diversity – reach all different demographic groups, increase board diversity
- Multi-lingual - Have materials and services in the top 3 languages of the communities we serve
- Events
 - *raise \$800,000 through events*
 - *Plan unique, engaging, impactful events*
 - *Celebrity contacts to boost event participation*
- Donations – create simple and automatic ways to give
- Team Expansion – have a second event coordinator to expand events, SLSF designated graphic designer
- Visibility
 - *SLSF is an ambassador for awareness through the Chicago area*
 - *Using new social media platforms to share our story*
- Involvement – all NWSRA families active in at least 1 SLSF event
- Corporate involvement
 - increase payroll deduction participation
 - Annual Company Volunteer Days



SLSF'S:

Results



Results

The tangible, measurable items that will indicate when the goals and aspirations have been achieved.

- Surveys
 - Develop surveys to see the impact that participant stories have
 - Feedback gathered regarding events and giving preferences
- Adding 3 new events
- Having 3 large fortune 500 companies as event sponsors
- Having 75% of events fully covered by sponsorship
- Raise \$1 million across all SLSF areas
- 17 member park districts participation increase
- Increased website and social media traffic
- Listed on village websites as a way to get involved in your community



SLSF'S

What else have you
imagined?

Imagination – SLSF Dreams Big

- Kevin's Club video
 - Kevin's vision and how it still applies today, spread his message
- Grant database and reporting tools
- Everyone knows SLSF – strong community awareness and buy in
- Monthly events
- A staple in the community – always at the table