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| **Strengths** | **Weaknesses** |
| * Proven program and concepts with personal examples that improve marriage. * Sincere, caring, passionate, loving, and courageous volunteers who believe in the sanctity of marriage. * Virtual options for both experiences and journey groups. * Existing financial resources. * Previously encountered couples. * Established web presence. * Belief in the scriptural definition of marriage. * Awareness of leadership to the need for exploring, testing, and implementing new ideas. * Relationship with European region. * Relational organization. | * Aging and tiring volunteer pool, no new, younger couples volunteering. * Lack of clergy presenting couples. * Lutheran denomination limits outreach into other religious denominations. * Inaccurate church contact lists with limited and depleted relationships. * Too much of a traditional view of LME and WWME. * Restricted view of marriage limits outreach/message to younger generation couples. * Limited post-experience follow-up with couples. * Recurring donations have diminished in recent years. * Lack of leadership training of existing processes withing organization. * Experiences that require several days commitment and don’t “entertain” enough or aren’t interactive. * Communication between area, district and NAR levels isn’t clear, concise, or consistent. * Experience program appears dated and possibly too long to younger generation. * Dated materials and organizational assets. |
| **Opportunities** | **Threats** |
| * Modernization of presentations. * Pay-your-way experiences. * Previous encountered couples focused strategy. * Partnership with targeted church congregations. * Same gender couple ministry. * Virtual experiences. * Use of technology in the development and support of experiences to improve efficiency. * Larger more diversified donation platforms (IE. Paypal, Venmo, Vanco, etc.) * Combining forces with other faith expressions. * Establish a marriage enrichment blog or podcast. * Experience referrals. * Rekindling engaged encounter experiences. | * Busy-ness of the family unit and less dedication to the marriage relationship. * Slowed volunteer recruitment with aging leadership. * Lutheran or Worldwide attachment, declining congregational support. * 3 separate working independently instead of working together. * Social media focused marketing. * Few people are getting married or waiting longer in life to get married. * LGBTQ+, same gender marriage; potential legal or social conflicts. * Nationwide ministry focus is large undertaking. * Satan’s pursuit to destroy marriage and the family. * No young, next generation volunteers. * Lots of competitive marriage enrichment programs to compete with. * Availability of affordable and competent facilities |