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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.
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| **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
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