

Worksheet 2: Competitor Analysis

Resource	Your Nonprofit What makes your nonprofit strong in this area?	Competitor A What makes this competitor strong in this area?	Competitor B What makes this competitor strong in this area?	Your Organization's Distinctions or Challenges?
Organization Name				
Customers (such as number of customers, customer satisfaction, customer retention)				
Marketing and Communications/ Publicity (Reach)				
Human Resources				
Staff				
Board				
Volunteers				
Funding				
Diversity of funding				
Availability/ amount/types of funding/flexibility				
Programs and Impact				

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Organization Name				
Mission-Related Impact				
Programs or Services (type, quality, number of services provided)				
Comments				