

Strengths	Parents	Volunteer	Board
What are your program advantages?	Parents feel that DFKDC is knowledgeable in the area of working with children who have special needs; parents would definitely participate in activities next year; parents believe that DFKDC is supportive and kind as well	Volunteers feel satisfied and would reccommend to others	Uniqueness of services offered
What are your core competencies?	N/A	Preparing volunteers with infomation and materials to be able to complete their task	Event planning
Where are you making the most money?	N/A	N/A	Donors
What are you doing well?	Parents on the parent committee, as well as parents within the program as a whole, do a great job at actively participating in DFKDC clinics and offer support where needed	N/A	Leadership qualities and genuine support to all stakeholders
Marketing Strategies	98% of parents would definitely recommend DFKDC to friends/families which is great for word of mouth marketing	Most volunteers follow you on facebook	Posting updated material; available resources on website; easily navigatable website
Weaknesses			
Where do you lack resources?	Lacking variety in location and time/day of events	Staff and Volunteers	Strategic Planning; Financial planning; Staff
What are you doing poorly?	N/A	Delegating task for volunteers	Goal Setting
Where are you losing money?	N/A	N/A	Fundraising opportunities
What needs improvement?	Larger cap so that more children can participate in events; variety in event locations; more clinics held throughout the year	Showing volunteers the impact they are making; engagement of volunteers in areas outside of clinics	Board Skills; Board Expectations; Evaluation of Program; Communication of Financial Planning
Marketing Strategies	Parents can be utilized as internal brand ambassadors to help with more marketing about DFKDC events	Highlighting events and fundraisers to volunteers through email	Engaging volunteers; sponsors; and parents