**SWOT Analysis**

**Strengths:**

Congregational level:

Respect for elders (Goodloe)

Green Leaders (RRUU)

Minister/congregational

Location/diversity (ASC)

Green Policy Approach (UUCA)

Priority for congregation (Frederick)

Affluent professionals

Building stewardship (WES)

Collaboration (UU Loudon)

**Strengths on regional collaboration level:**

Leadership of ASC – historical importance/center

Interjurisdictional (strengths and weaknesses)

UU peer pressure

Larger impact of multiple groups

UU legislative ministries

Divestment together

Youth/young adult engagement

Willingness for civil disobedience

SSL – “yellow shirt people” – easily recognizable

Location – near most powerful capital

**Weaknesses on congregational level:**

Not enough urgency

Not enough activists

Lack of priority

Limited access to “1%”

Lack of denomination connections

Lack of engagement with climate

Lack of support from pastors

Not enough energy

**Opportunities on regional collaboration level:**

Opportunity to understand “why not?”

Help understand it’s a spiritual issue

Help people understand it’s a multi-cultural/anti-racism issue and find new partners with other UU churches to expand multi-cultural/inclusive message and increase mutual capacity

Technology

Closeness to “power elite”

Education/training/resources

Understanding life circumstances facing members to make EJ message more relevant

Sharing expertise