

# SWOT Analysis – Legacy Churches

Group feedback received by the Minnesota South District staff from the 100+ participants at the Legacy Church Summit on Nov. 9, 2013, held at Martin Luther High School, Northrop, MN.

## Strengths:

- Mature believers
- Self-sufficiency
- Sound doctrine
- 100+ years of experience
- Pastor is the leader
- Family feel...we know each other

## Weaknesses:

- “We’ve always done it that way”
- Numbers...lack of them
- Youth...lack of them
- Dollars...lack of them, and overall finances
- Exodus of members
- Building is more than is now needed
- Lack of vision
- Overextended workers and volunteers
- Not handicap accessible

## **Opportunities:**

- Very few in church on Sundays
- Small town environment...people are right there
- Start the youth group again
- Local cable television channel access for worship services
- Website presence
- Hispanic populations...English as a Second Language (ESL) classes
- Use of building for community events

## **Threats:**

- History of the congregation
- Funerals...members are dying
- Finding members to serve
- Other churches
- Public school...overlap of programming
- Doing something different...might cost some dollars
- Lack of joy/hope in worship...a bad first impression
- Threat of church closure
- Behind in technology
- Closing down of community...businesses and services
- Government...social issues
- Over-regulation by federal/state/local government
- Over saturation...5 LCMS congregations in an 8-9 mile radius