**Kids in Museums Manifesto SWOT analysis**

This exercise will help you assess where you are as an organisation against the points of our Kids in Museums Manifesto.

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| **Strengths** | **Weaknesses** |
| Which points of the Manifesto are you meeting well as an organisation? | Which points of the Manifesto are you not meeting well as an organisation? |
|  |  |
| **Opportunities** | **Threats** |
| If you were able to meet more points of the Manifesto, what opportunities could this bring to your organisation? | What internal barriers might you face to being able to meet more points of the Manifesto? |
| E.g., encouraging more repeat visits from local families  | E.g., resistance from staff or volunteers to engage with families |