**SWOT Analysis**

**Strengths:**

* Established nationally known event.
* Strong number of groups and individuals, who attend the walk annually.
* Support from the National ALS Association.
* Main event for the ALS Association Indiana Chapter.
* It’s a free event for the public to attend.
* Many people have an experience with ALS, since 30,000 people are diagnosed at any given time.
* Family-friendly event, full of inflatables, face painting, and music.
* Easy for people to make a day out of the walk because of food trucks, musicians, and Kid Fun Zone provided.
* In particular, the Indianapolis ALS Walk’s numbers are on the rise.
* Donations benefit a disease that currently has no cure, and could happen to anyone, making it more relatable to the mass public.
* Long time frame to promote and plan the event.
* Central location makes it accessible to a variety of Indianapolis and surrounding area residents.
* Fun and easy event to gather a group of friends, coworkers, neighbors, or family members at.
* Unlike other walks, there is no fee to even register for the walk.
* Incentives, such as free t-shirts or team name mentioned during the walk, are given to teams who raise a certain amount of money.
* The walk is dog-friendly, making it more enjoyable for many people.

**Weaknesses:**

* Number of people attending walks in nation diminishing.
* Hard to attract walkers to event who have lost a loved one to ALS.
* A disease that currently has no cure, some people see no hope in that.
* Not the only walk for a cure that takes place in downtown Indianapolis.

**Opportunities:**

* Raises money for research, public policy, care services and chapter relations.
* Raises awareness for the disease and introduces the ALS Association’s mission to the Indianapolis community.
* Large, reoccurring teams at the walk have potential to raise and donate more money for the ALS Association.
* Location has the potential to entice large quantities of walkers.
* Greater potential for story to be picked up in the local media because of local angle.

**Threats:**

* Poor weather has the possibility to have a detrimental effect on the walk, and sway people to not attend the event.
* Strong possibility of other walks occurring at the same time as the walk.
* Possibility of other large, well-known events taking place in downtown Indianapolis at same time.
* Many reoccurring walkers who have lost a loved one to ALS may not want to attend the walk.
* Difficulty raising media awareness because of redundancy of walks for a cause in Indianapolis.
* Struggle to fundraise due to poor economy, people constantly being asked to donate to an array of charities and causes.