

Resource	Competitor A what makes this competitor strong in this area?	Competitor B what makes this competitor strong in this area?	Competitor C what makes this competitor strong in this area?
Media attention/publicity (e.g., strong, proactive marketing, communications, PR function)			
Human resources			
Staff (e.g., salaries, benefits, organizational culture)			
Board (e.g., culture of board, board/ED relations)			
Volunteers (e.g., volunteer training, recognition)			
Funding			
Major donors			
Planned giving Foundations Corporations			