

# THREATS, OPPORTUNITIES, WEAKNESSES, STRENGTHS

## Forces From Outside “Thanks!”

### THREATS (ask us how we overcome these):

- A. Rosies are in their 90s, so time is very short
- B. Some national groups that might be partners cannot respond fast to Phase II (our current work)
- C. Historically, national movements in America have stressed conflict (e.g., “which side are you on”) while our method is to use Rosies as an example of, “We pull better when we pull together.”

### OPPORTUNITIES:

- A. The time is right in America:
  1. People care about Rosies
  2. Many say America needs a cause to unify people for a clearly good cause
- B. Talents of many are needed and will add to people’s spontaneous involvement of “the people”
- C. Foreign nations and partners have done and plan to do more with Rosies
- D. STEM training is being promoted and Rosies are appreciated by young women in workforce development
- E. The stories of Rosies are truly fascinating, and drama is common, so it will last if we get more stories.

## Forces From Within “Thanks!”

### WEAKNESSES (ask us how we overcome these):

- A. Funding to manage a national movement is not yet available
- B. There is no pattern to follow. No one has yet launched a national movement with a strategic plan based on getting people to actually work together
- C. The founding work was done from West Virginia, which is not a progressive state
- D. Some of our work can be plagiarized
- E. It’s a huge effort, and, with our clear local and international work, we must make it a national effort

### STRENGTHS:

- A. “Thanks!” has developed projects and methods that help people work together, using Rosies and our own work of almost a decade as an example.
- B. “Thanks!” has exceptional partners, advisors, and management-team candidates.
- C. “Thanks!” has a significant history of success, and has learned how to work with Rosies and others.
- D. Stories of Rosies are so good that many methods of public awareness are likely (movies, plays, books).
- E. The story of developing the American Rosie Movement will be known (e.g., via books and plays).
- F. “Thanks!” gives people easy, proven ways to find, know and work with living Rosies.
- G. Income will come from donations (high-net worth individuals first, then the public), which will bring the flexibility of a movement, which grants do not allow.
- H. We guide exceptional individuals, organizations and places to be models for others to follow, so instead of doing all the work (which is impossible in such a short time), we show people examples of good work.
- I. Our process is important – how to get people to work together, and, in time, it will be used.
- J. Our strategy to get people to pressure Congress to act (naming bridges, new postage stamp) is more efficient and effective than starting with Congress.
- K. “Thanks!” has a treasure-trove of interviews, videos, photos, artwork, tested projects, and more.
- L. “Thanks!” has leaders who know what they are doing to self-actualize the movement and keep it going.
- M. “Thanks!” is able to show Rosies in a truly positive light, while bringing valid details to World War II.

## Why have we presented these in reverse order of SWOTS, which is the expected sequence?

Because we:

1. Believe people will be motivated by the threat of little time,
2. Want to be open about the work to be done, so we start with threats, instead of strengths.
3. **We see “Thanks!” as a tow boat, pulling our huge America into port (a seemingly little organization, doing a huge job that government, business, education, military and other sectors cannot do alone).**

**We invite you to draw a tow boat (named “Thanks!”) pulling a huge ship (named, “WE CAN DO IT!, USA”).**