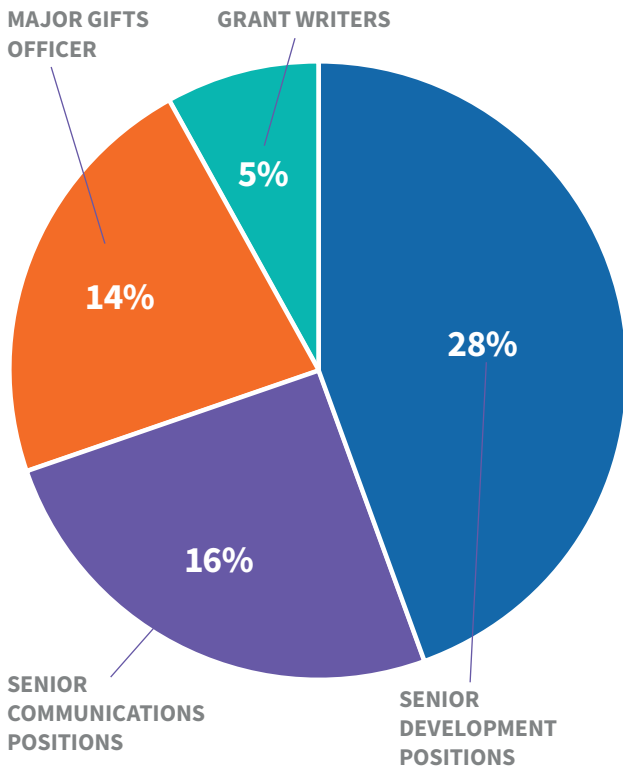


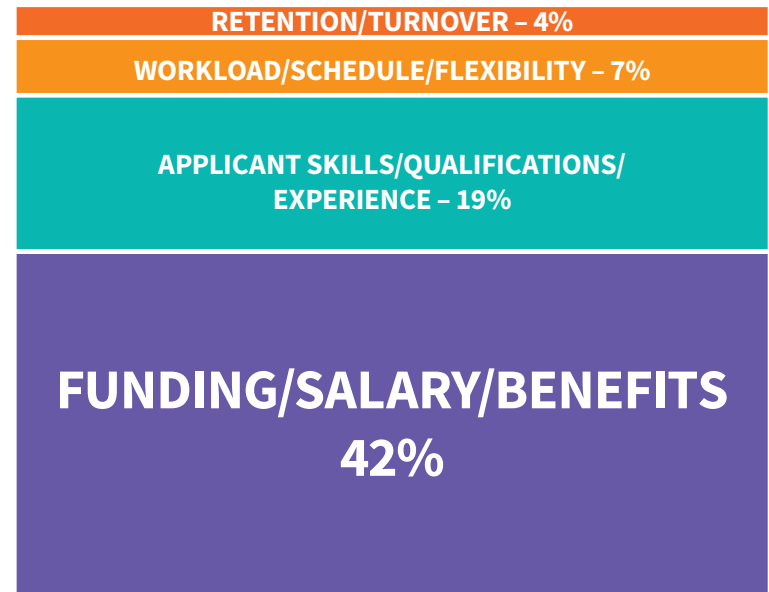
2015 STATE OF EMPLOYMENT IN THE NONPROFIT SECTOR

What are the most difficult marketing/fundraising positions to fill in your organization?



Filling and retaining Development leadership positions continues to be a challenge for nonprofit organizations.

What has been the biggest challenge to complete your team?



Top methods to attract qualified candidates:

1. Advertising & Outside Resources (Recruiters, agencies, LinkedIn, Indeed, AFP, Idealist)
2. Personal Networking/Referrals (word of mouth, etc.)

Nonprofits continue to report funding for positions, competitive salary and benefits as the top challenges in attracting and retaining qualified candidates. To combat this, respondents are increasingly turning to advertising and outside resources for help as well as personal network connections to fill key positions with qualified candidates.

What Resources do you offer for PROFESSIONAL DEVELOPMENT?

- ONLINE TRAINING & WEBINARS: 32%
- INDUSTRY SEMINARS & CONFERENCES: 31%
- INTERNAL TRAINING PROGRAMS: 21%
- TUITION REIMBURSEMENT: 11%

Of the organizations that reported having funds to support professional development, the majority spent those funds on online training and fundraising seminars/conferences.

How much do you budget per fundraising/marketing staff member for Professional Development?

AVERAGE \$1,000



WHAT % OF YOUR WORKFORCE IS ONSITE VS. TELECOMMUTERS?

- 87.7% ONSITE
- 14.3% TELECOMMUTERS

DO MARKETING AND FUNDRAISING SHARE THE SAME ORGANIZATIONAL GOALS?

Though Marketing and Fundraising share the same goals, the majority of nonprofit organizations surveyed report challenges in keeping these departments aligned.

