

Nonprofit Network Survey Summary Report Results from Spring 2022

Summary

In the spring of 2022, Nonprofit Network collected data from nonprofit organizations about the services they needed and wanted from Nonprofit Network. We spent the last year reviewing the process and discussing how to incorporate this feedback. We are pleased to present our findings.

There were 196 total respondents to the survey. We are most grateful to the individuals who took the time to provide us with their insights; the information gathered from the surveys will be included in our upcoming strategic planning process and assist in enabling our team to develop goals and strategies to further support nonprofits.

This report summarized findings from all three surveys which includes overviews of responses from the varying ways we engage participants in the community such as membership or general community members. The results presented include an overview of the raw data. We conclude this report with a new understanding and awareness of how Nonprofit Network is serving their community and possible next steps as we continue to grow within the community we serve.

Key Findings

Strengths – Key themes based on overall responses

- On a scale of 1-10, people who utilize our services rated us at an “8” (out of 55 responses) as being likely to recommend Nonprofit Network to a peer.
- On a scale of 1-10, people who know about us, but don’t use our services rated us as a “7” (out of 71 responses) as being likely to recommend Nonprofit Network to a peer.
- On a scale of 1-10, members rated us as a “9” for likelihood to renew their membership.
- We received many comments in our open-ended sections that respondents find the tools and resources shared as being valuable learning opportunities.
- Variety of resources offered and access to skilled professionals were noted as strengths.

Quotes

- “The monthly coaching is worth its weight in gold, let alone all the other benefits.”
- “NPN has offered us countless resources - even by just investigating the website, reading the newsletter, and making direct connections. We survive with their support.”

Gaps – Key themes based on overall responses

- Respondents shared that the services offered were not affordable, some services were duplicated, and they weren't entirely clear what Nonprofit Network actually offers.
- Nonprofits experience a lack of capacity to actually utilize resources due to staffing issues/employee retention.

Quotes

- "I joined Nonprofit Network after attending a workshop last year and being encouraged to join by another member. However, I haven't really used the membership since then and was never too sure what was available to me as a member that isn't already available to me without a membership."
- "Incorporate more work/training surrounding diversity and inclusion when working with individuals that fall under the POC "category", expanding outside of Blacks and African Americans. Essentially, paying attention to all minority groups.
- "It is not clear to me that the network is proactive in knitting the nonprofit organizations in our area together, regardless of membership. Many nonprofits do not know about the others nonprofits and their services/missions. I believe most of us have our heads down serving our clients and lack the time and energy to analyze the possible connections to others in our area."

Recommendations – Key themes based on overall responses

- Respondents shared suggestions for more opportunities to connect with other nonprofit peers, requests for in-person trainings, and consideration of trainings focused by annual operating budget or organizations size.
- More accessible options for on-demand learning.

Quotes

- "Continuing to offer in person learning and networking options. Virtual is convenient, but building relationships in person can't be truly replicated through a computer."
- "This may exist but I don't know it, but having a "portal" where users can access every available resource. Not like the calendar; more in-depth."
- "Does NPN really read and pay heed to these surveys? If so, please publish results. Also, more info on how to regroup after COVID. Dedicated step by step help for those who choose to start a 'program' over a nonprofit."

Raw Data

Overall Summary of Data Respondents

Demographic Information:

- Total number of respondents: 196
 - Race:
 - African American/Black: 16
 - Asian: 2
 - Caucasian/White: 125
 - American Indian/Alaskan Native: 1
 - Native Hawaiian/Other Pacific Islander: 0
 - Self-Identify/Skipped: 52
 - Ethnicity:
 - Are you Hispanic/Latinx?
 - Yes: 8
 - No: 143
 - Skipped: 45
 - Age:
 - 18-24: 1
 - 25-34: 16
 - 35-44: 22
 - 45-54: 29
 - 55-64: 52
 - 65+: 32

Nonprofit Network - Members

Demographic Information:

- Total number of respondents: 55
 - Race:
 - African American/Black: 5
 - Asian: 2
 - Caucasian/White: 44
 - American Indian/Alaskan Native: 0
 - Native Hawaiian/Other Pacific Islander: 0
 - Self-Identify/Skipped: 4
 - Ethnicity:
 - Are you Hispanic/Latinx?
 - Yes: 1

- No: 54
 - Age:
 - 18-24: 0
 - 25-34: 7
 - 35-44: 7
 - 45-54: 10
 - 55-64: 19
 - 65+: 12
 - Other (please specify): 0
 - How long have you been a member of Nonprofit Network?
 - 0-5 years: 34
 - 6-10 years: 9
 - 10+ years: 8
 - I'm not sure but as long as I can remember: 3
 - Other (please specify): 1

In the past five years, what services have you taken advantage of? (Please check all that apply)

- Attended one workshop – 14
- Attended multiple workshops – 31
- Engaged in monthly coaching with a consultant – 8
- Visited website – 38
- Read weekly newsletter – 43
- Followed Nonprofit Network on social media – 13
- Utilized policy, grant, and/or bylaw review – 8
- Other (please specify) – 5
 - Capital campaign class
 - None
 - Engaged consultants around fundraising
 - I am new and have attended any sessions (Note: This may be a typo and is likely supposed to read “haven’t”)
 - ED Academy

What are the most significant challenges you are facing in 2022? (Responses shared below are the top 5 aggregated words from open-ended responses based on themes. A full list of all 55 responses is available at the end of this document.)

- Funding – 12 responses (21.82%)
- Staff – 6 responses (10.91%)
- Positions – 5 responses (9.09%)

- Paying – 4 responses (7.27%)
- Resources – 4 responses (7.27%)

What are some creative and innovative ways that Nonprofit Network could serve you? We value diverse perspectives and honest feedback. (Responses shared below are 5 randomly selected comments. A full list of all 55 responses is available at the end of this document.)

- “I'd love to see a very clean menu of options - like an infographic or flow chart. It seems there are so many options that it gets confusing at times.”
- “Continue offering webinars and if possible extend the depth of them.”
- “Engaging members.”
- “Have a fully immersive, weekend session in how to SUCCESSFULLY write grants.”
- “Organizing health care for non profit employees.”

What are the things we need to pay attention to now that we are currently missing? (Responses shared below are 5 randomly selected comments. A full list of all 55 responses is available at the end of this document.)

- “Problems we are currently seeing in this community/county. Working to find possible solutions.”
- “Volunteer management and how to use a CRM and make it work for you.”
- “Maybe provide training for leadership to assist with staff retention”
- “Incorporate more work/training surrounding diversity and inclusion when working with individuals that fall under the POC "category", expanding outside of Blacks and African Americans. Essentially, paying attention to all minority groups.”
- “Smaller nonprofits lack the funds to pay for experienced grant writers thus being denied or just not applying at all.”

Nonprofit Network – Members (Bundle Administrators)

Demographic Information:

- Total number of respondents: 33
 - Race:
 - African American/Black: 2
 - Asian: 0
 - Caucasian/White: 28
 - American Indian/Alaskan Native: 0
 - Native Hawaiian/Other Pacific Islander: 0
 - Self-Identify/Skipped: 3
 - Ethnicity:

- Are you Hispanic/Latinx?
 - Yes: 4
 - No: 29
- Age:
 - 18-24: 1
 - 25-34: 3
 - 35-44: 2
 - 45-54: 12
 - 55-64: 11
 - 65+: 4
- How long have you been a member of Nonprofit Network?
 - 0-5 years: 20
 - 6-10 years: 10
 - 10+ years: 2
 - I'm not sure but as long as I can remember: 1

What services do you find most valuable? (Please check all that apply)

- Access to nonprofit resources – 25
- Discounted rates on webinars/trainings – 17
- Monthly member coaching with a consultant – 10
- Grant application and bylaw review – 7
- Policy templates – 13
- Networking opportunities – 19
- Other (please specify) – 4
 - ED Academy Every Month
 - Specific needs addressed for my agency
 - I haven't really used any services as I guess I'm not sure what is available with my membership.
 - N/A

What are some creative and innovative ways that Nonprofit Network could serve you? We value diverse perspectives and honest feedback. (Responses shared below are 5 randomly selected comments. A full list of all 55 responses is available at the end of this document.)

- "I'd love to have someone give us a call to check in once or twice a year. It would put Nonprofit Network and their services back on my mind. Like a call to say, 'How are things going? What are your needs right now? Here's how we could help.'"
- "Hosting some in person gatherings in the future, maybe by regions you serve."
- "Offer retreats!"

- “Focus on my blackness. Help create programming that’s designed to help our community of brown people.”
- “Member interface on the website. I am having some issues getting the rest of my board to be able to use the features of the website how I would like.”

What are the things we need to pay attention to now that we are currently missing? (Responses shared below are 5 randomly selected comments. A full list of all 55 responses is available at the end of this document.)

- “More DEI training”
- “Some folks are "virtualed/zoomed out"”
- “Your weekly newsletters are WAY too long; good information is being lost because there's too much to go through. You're pushing too many things (maybe all of your things?) every single time; please be more strategic.”
- “I think it is important to stay current, and relevant by sharing information about newer trends or ideas in fundraising, etc.”
- “The needs of physically challenged people in the non profit sector”

Nonprofit Network – Community (Non-Members)

Demographic Information:

- Total number of respondents: 108
 - Race:
 - African American/Black: 9
 - Asian: 0
 - Caucasian/White: 53
 - American Indian/Alaskan Native: 0
 - Native Hawaiian/Other Pacific Islander: 0
 - Self-Identify/Skipped: 46
 - Ethnicity:
 - Are you Hispanic/Latinx?
 - Yes: 3
 - No: 60
 - Skipped: 45
 - Age:
 - 18-24: 0
 - 25-34: 6
 - 35-44: 13

- 45-54: 7
- 55-64: 22
- 65+: 16
- Other (please specify): 4
- Skipped: 40
- How long have you been familiar with Nonprofit Network?
 - 0-5 years: 58
 - 6-10 years: 22
 - 10+ years: 17
 - For as long as I can remember: 9
 - I'm not familiar with Nonprofit Network: 1
 - Skipped: 1

What does your organization need to thrive? (Please check all that apply)

- Dedicated time and resources to social justice issues including the areas of antiracism work, gender equality, and work/life balance. – 22
- Professional development opportunities for Board Members. – 20
- Support for Executive Directors. – 17
- Leadership development opportunities for upper management. – 16
- Building capacity for serving more clients, increasing impact, and secured resources. – 28
- Money/donors. – 28
- Other (please specify):
 - Because I support non-profits, but am not a non-profit, I get a lot of information from what you offer to them.
 - donor development/marketing/work from all volunteer board members
 - I need direction. Brainstorming for purpose. Just have not asked for it.
 - We received help reviewing our options manual for EDI. I personally receive the newsletter to keep aware of nonprofit matters in my area. I have also recommended NPN to my field placement site.
 - Optimizing completion of admin tasks to free up time for direct service
 - job postings and access to candidates
 - Establishing a base of volunteers while still performing our services.
 - The Sigmund Foundation strongly believes in the Nonprofit Network and will give some of their grant recipients membership to your organization. We understand that you are the experts in your field. When necessary we will call for advice
 - Our 501(c)(3) status so that we can pursue grants and other types of funds beyond our normal offerings!
 - Trainings similar to ACES and Bridges out of Poverty

- My company is not a nonprofit, we connect nonprofits to free and reduced technology to help them maximize their impact.

What is the primary reason you are not currently involved in a membership with Nonprofit Network?

- Financial/budget constraints – 16
- Our values don't align with Nonprofit Network's values – 1
- We receive resources elsewhere – 3
- Our organization is part of a larger (national) organization – 3
- The material taught is too simple/basic for our needs – 2
- I wasn't aware you offered a membership – 6
- We utilize a different local capacity center – 2
- Other: 30
- Skipped: 45

What are the things we need to pay attention to now that we are currently missing?

- "Organizations feel as though they cannot access you!"
- "The mental health of professionals in the field."
- "It is not clear to me that the network is proactive in knitting the nonprofit organizations in our area together, regardless of membership. Many nonprofits do not know about the others nonprofits and their services/missions. I believe most of us have our heads down serving our clients and lack the time and energy to analyze the possible connections to others in our area."
- "Your potential to reach beyond artificial/self-imposed geographic boundaries"
- "Information quick and easy to access. We all have such tight schedules."

What We Learned and Next Steps:

We heard you. This is what we internalized:

One of the most noticeable patterns we noticed from this data was that, of the respondents, a high majority of those who participated in the survey were "newer" members. We also want to acknowledge that out of the 196 respondents, 125 were "Caucasian/White". Our interpretation of these two elements was that we have grown significantly in the past few years in membership, so it is possible that renewing members did not feel like contributing to the survey at the same rate as newer members, and that a majority of the organizations we are supporting are made up of Caucasian/White/Non-Hispanic individuals.

The [2022 State of the Nonprofit Sector Survey](#) found that BIPOC-led organizations saw an increase in service demand during the pandemic at 81% compared to that of white-led organizations of 67%. There is an acknowledgment that not all BIPOC-led organizations are run by leaders who are impacted by a lack of resources, but it is true that many funding practices are built in white-supremacist designed structures that provide barriers to innovation and accessibility. If organizations that are BIPOC-led are assisting folks living in poverty, the urgency of survival and care of clients will likely always take priority over capacity-building services. This previous sentence is supported by informal conversations that a variety of nonprofits have had with our Outreach Coordinator throughout the past year.

The need for capacity-building services is evident in the demand for services increasing and with that, a need for increased capacity. Given our current landscape of nonprofit organizations found in our survey results, there needs to be a refocus on how we talk about our work as evidenced by [this Nonprofit Quarterly](#) article and a building of intention around the accessibility of services for BIPOC-led organizations. This interpretation is important because it influences everything else we discuss, especially as we remember our values of Diversity and Inclusion, Integrity, Respect, and Continuous Learning.

What you can expect from your Nonprofit Network team:

- Proposal for action: Implement a system of pro-bono work specifically for Black-led organizations.
- Proposal for action: Focus groups for workshop design/planning by involving members AND non-members.
- Proposal for action: A resource/referral page for communities/resources both locally and nationally for historically excluded communities if it is an area that we do not/ are not currently able to offer.