

WACO
FOUNDATION

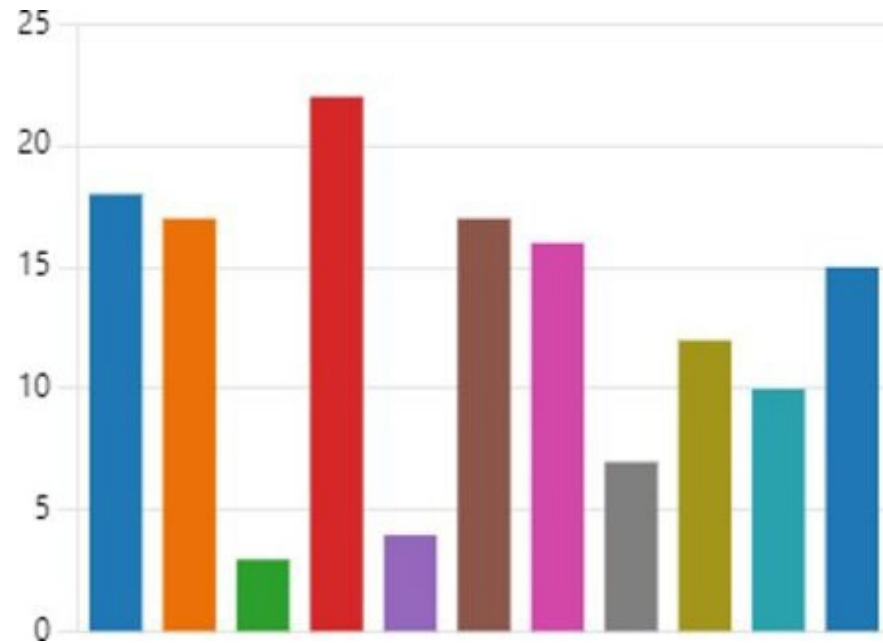
FOR WACO. FOREVER.

Nonprofit Management Support Survey Results

Earlier this year, we asked nonprofit representatives to share their strengths, needs & preferences. Nearly 100 people responded, and here is what they said:

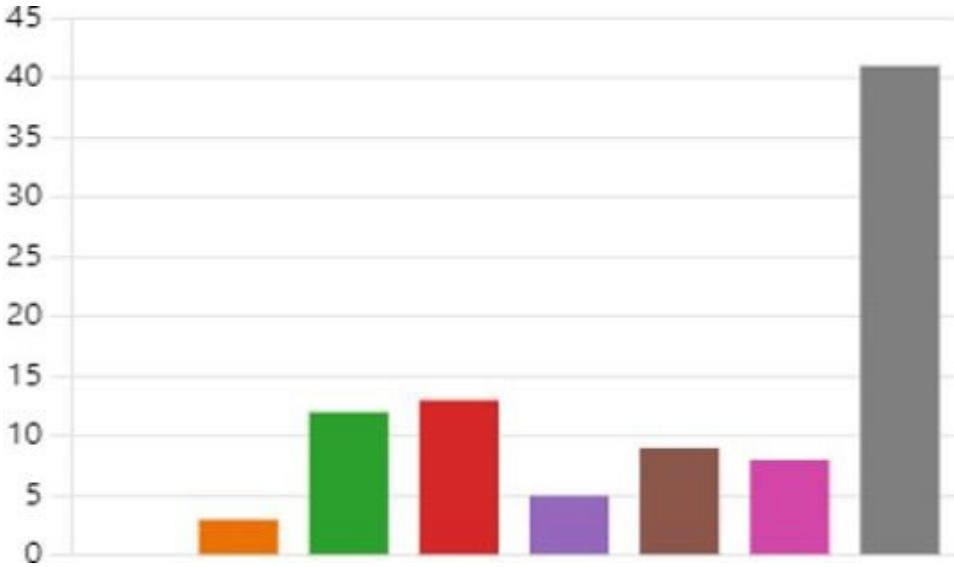
Select the category that best describes your area (field/sector) of service.

- Arts & Culture 18
- Advocacy & support service (fam, dom. violence, etc.) 17
- Animals/Animals Welfare 3
- Education 22
- Faith Community 4
- Health/Healthcare 17
- Housing &/ Or Community Development 16
- Hunger Alleviation 7
- Poverty Alleviation 12
- Youth Supports 10
- Other 15



How long has your organization been in existence?

- Less than 1 yr. 0
- 1-2 years 3
- 3-5 years 12
- 5-7 years 13
- 8-12 years 5
- 13-20 years 9
- 21 - 25 years 8
- 25 years or more 41



What is the number of staff at your organization?

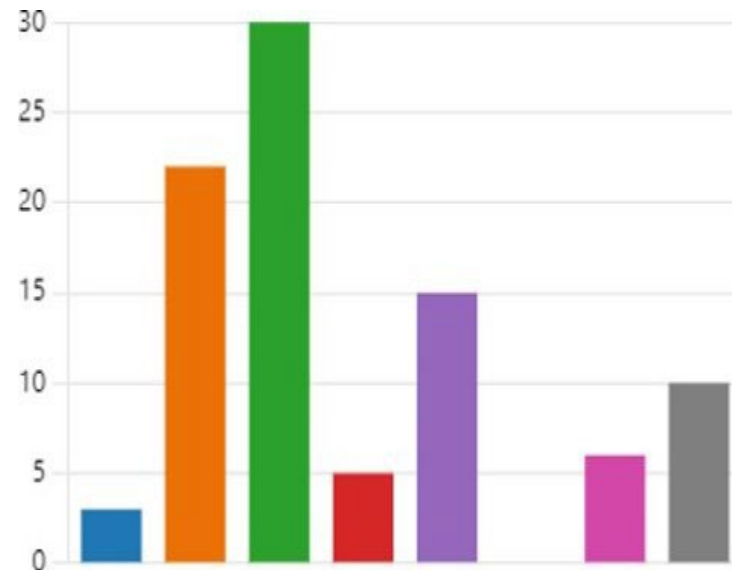
Staff:

- 0 – 4 35
- 5 – 10 23
- 11 – 19 7
- 20 – 35 11
- 32 + 15



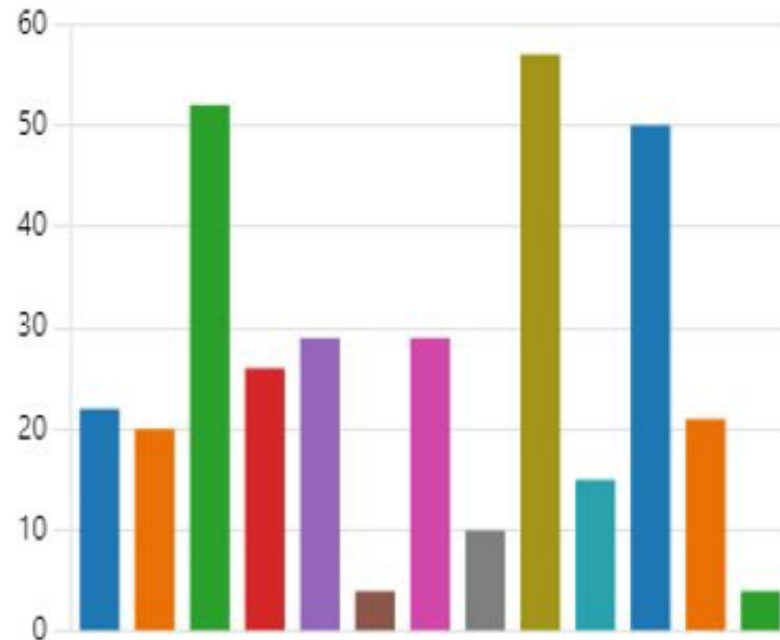
What position do you currently hold at your nonprofit?

- Admin/Financial Support 3
- Board Member 22
- Executive Director 30
- Development Director 5
- Other Director/Manager 5
- Other Volunteer 0
- Program Staff 6
- Other 10



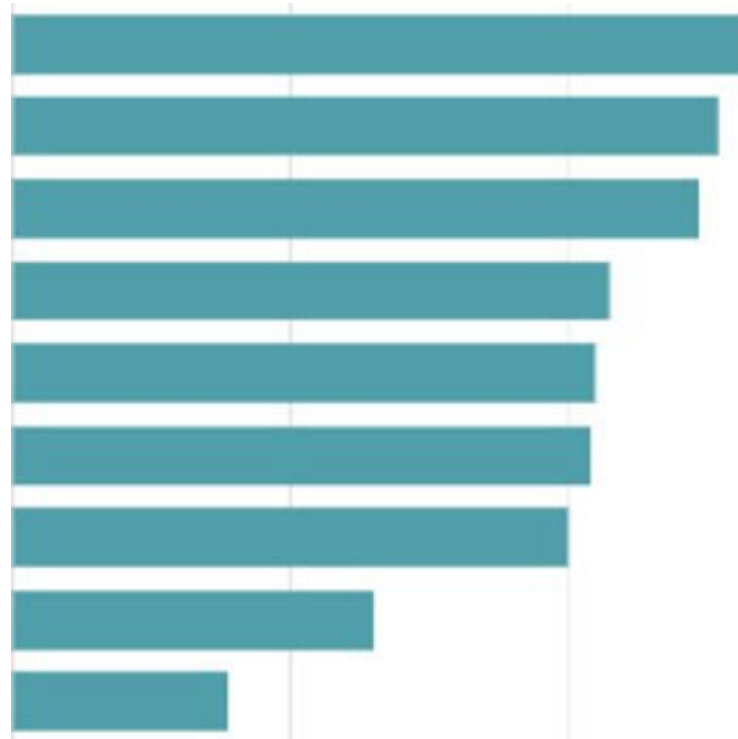
Select your organization's top four areas of strength

- Board leadership 22
- Communication & Marketing 20
- Community Engagement 52
- Executive Leadership 26
- Financial Management 29
- Information Technology 4
- Long-term strategy & visioning 6
- Org'l change/change mgmt 10
- Program/service delivery 57
- Resources dev/funding sustainability 15
- Skilled, capable staffing 50
- Well-balanced board – executive leadership 21
- Other 4

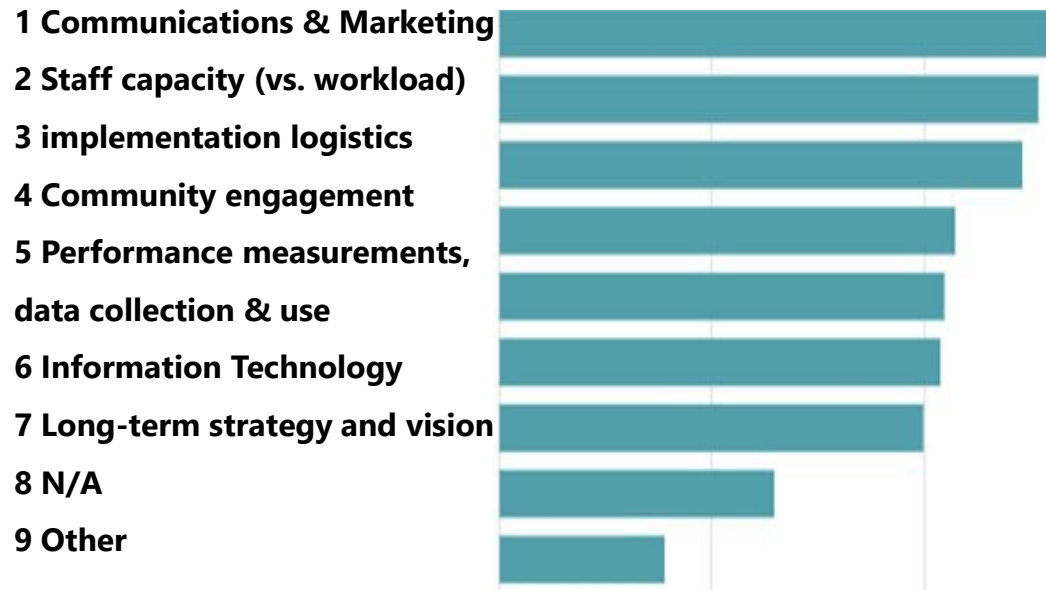


If you have management challenges, please rank them in order of difficulty (with the top of the list being the most challenging).

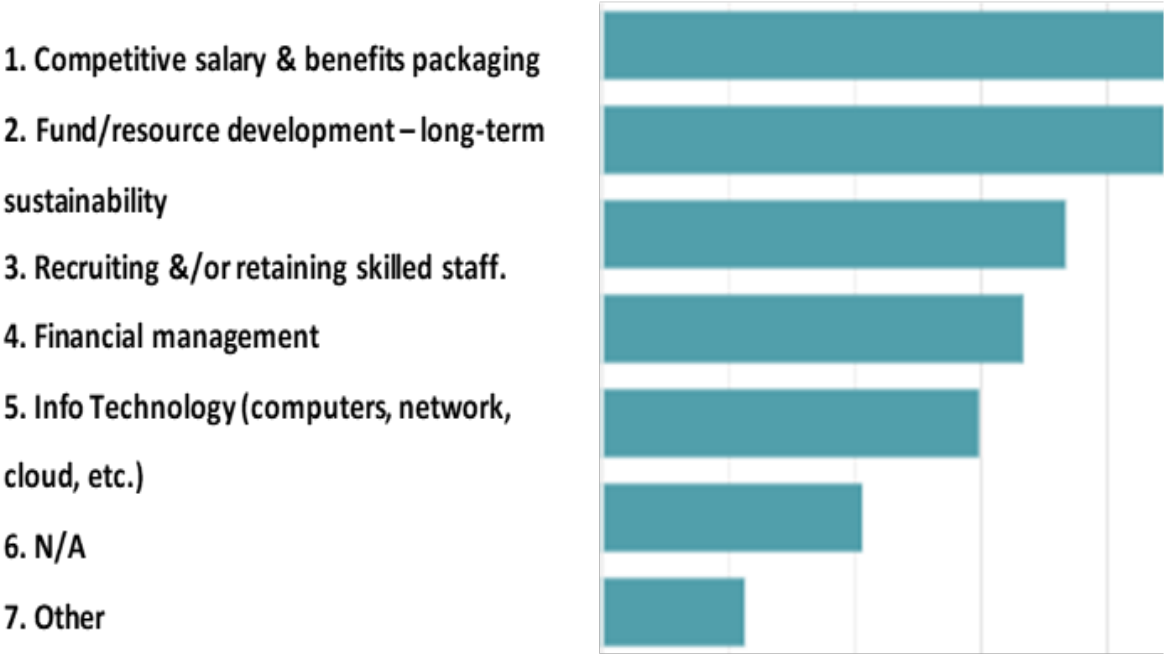
- 1. HR - staffing, retention, other
- 2. Board governance/engagement
- 3. Asset allocation (deciding how to spend resources) current vs. future financial needs.
- 4. Financial management
- 5. Program management
- 6. Volunteer recruitment management
- 7. Board-CEO/ED relationship
- 8. N/A
- 9 Other



If you have service/program delivery challenges, please rank them in order of difficulty (with top being the most challenging issue).



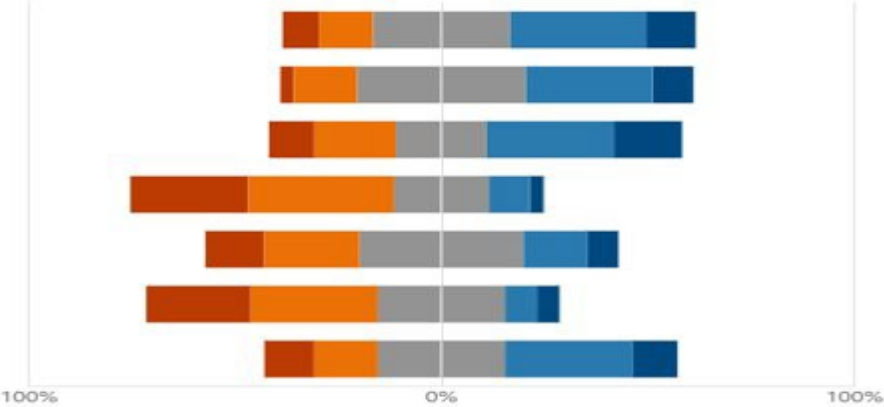
If you have administrative/operational challenges, please rank those according to difficulty (with the top being the most challenging issue).



I turn to the following for nonprofit management guidance or support when needed.

Key: Rust = never-14.3%, Orange = rarely 23.1%, Gray = sometimes-22%, Blue = Frequently-30.8%, Dark Blue = Always-11%

- Nonprofit co-worker
- Peer at another nonprofit
- Broad Member
- Nonprofit Consultant
- Nonprofit Management Training
- Nonprofit Management Books
- Do an Internet Search



If you selected internet as an option, please share your preferred source(s) for content.

- **Google**
- **Ted Talk**
- **National Council of Nonprofit**
- **Network for Good**
- **Nonprofit Resource Hub**
- **Association of Funding Professionals**
- **Lily School of Philanthropy**
- **Nonprofit Subreddit**
- **Chronicle**
- **Board source**
- **SHRM**

If there is another place you turn for management guidance or support that was not mentioned above, please list it here.

School of Fundraising volunteer Chambers of Commerce grateful for the resources
Association Resilia Texas IUPUI training Training sessions
training in cooperation United Ways training Podcasts Champions Training
leadership and non Business fundraising training modules
Waco Foundation
Foundation has made available

Are you a member of any professional organizations?

•Yes 43

•No 48

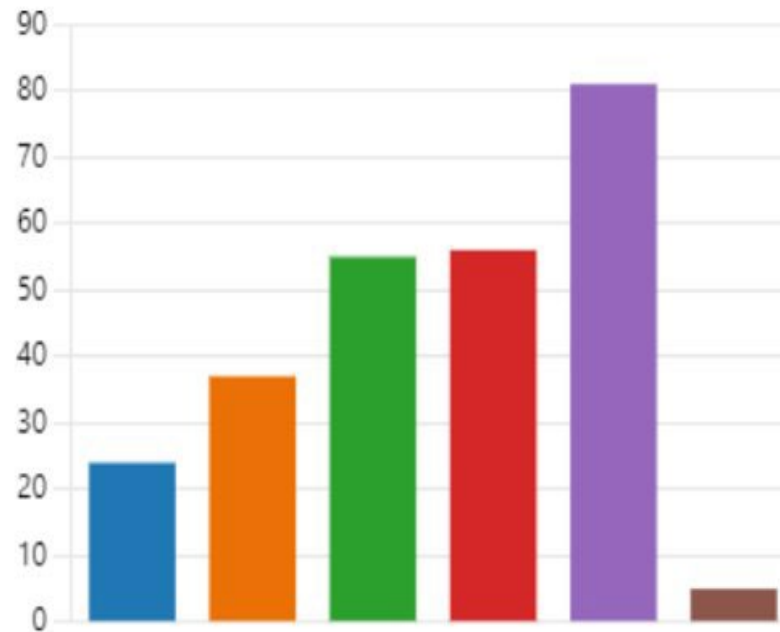


If you answered yes to the membership question, please share which organizations you are a member of.

- Association of Fundraising Professionals
- Texas Association of Museums
- Certified Public Accountants
- Tax and Nonprofit section member
- National Communication Association
- American Sociological Association
- Rotary
- Chronicle of Philanthropy
- Thistle Farms national network
- Charity Champions
- Chambers of Commerce

How do you prefer to receive nonprofit management training via (select all that apply):

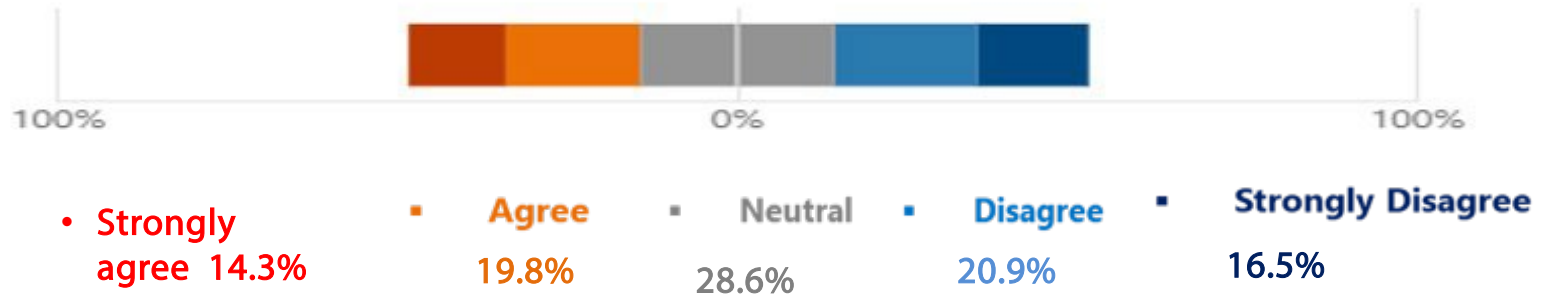
- Books 24
- Colleagues 37
- On-demand training
(read/watch training
on own time) 55
- Live Webinar 56
- In-person training 81
- Other 5



Please share the frequency with which you use the following for nonprofit management training (rank in order from most to least used).

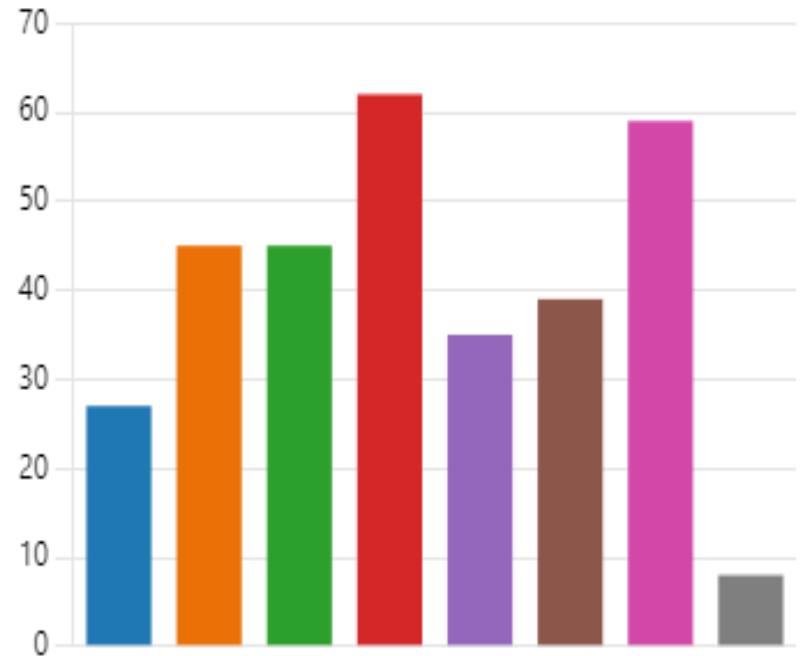


When seeking nonprofit management training, continuing education, CPE, CLE or other credits are my high priority



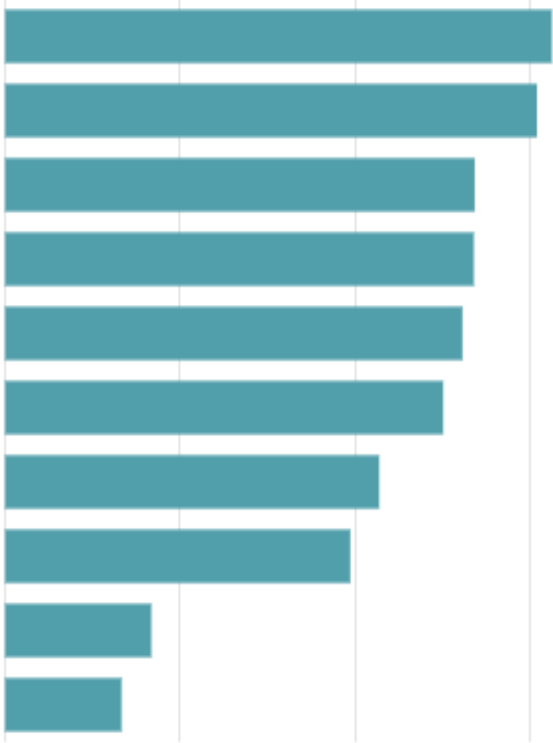
Which of the following nonprofit management topics would you like to see offered cyclically? Select all that apply.

- **Advocacy & Lobbying** 27
- **Board Governance (in-depth)** 45
- **Financial Planning/management** 45
- **Fundraising (overview)** 62
- **HR/Management** 35
- **Meeting Facilitation** 39
- **Proposal writing/ Grant writing** 59
- **Other**



If you were to design a financial management course, how would you prioritize the following topics? Please rank from most to least important.

-
1. Establishing & enforcing Internal controls
 2. Using budget as management tool
 3. Audits vs. review vs. compilations (when to use)
 4. Facilitating the fiduciary responsibility and financial literacy of board members
 5. Liquidity and cash flow projections
 6. The ins & outs of a board member's fiduciary responsibility
 7. Tracking restricted/unrestricted funds
 8. Various types of reserves: rainy day growth capital endowments
 9. Other
 10. N/A



If a nonprofit leaders/executive leadership network (peer-typing grouping) was made available to you, would you have an interest in participating?

Yes 64

No 5

Maybe 22



What about your work keeps you up at night?



A word cloud of terms related to work stressors. The most prominent words are 'staff' and 'needs'. Other significant words include 'community', 'organization', 'board member', 'funding', 'financial', 'staff members', 'lack', 'pay staff', 'lack of engagement', 'Nonprofit', 'board and staff', 'time', 'work', 'community needs', 'staff and other resources', 'sure', and 'Staff management'.

board member
Staff management organization
community
staff
needs
funding
sure
financial
staff members
lack
pay staff
lack of engagement
Nonprofit
board and staff
time
work
community needs
staff and other resources

What can the philanthropic sector be doing differently to better support nonprofits?

- Offer assistance
- Grant resources/Revenue support
- Partner
- Visibility
- Help Educate
- NP calendar
- Support wage hikes
- Be informed
- Networking
- BIPOC support
- Operating expenses
- Diversify grantmaking

Our Response Based on Survey Feedback

Thank you to our nonprofit partners for taking the time to share this important information. We are planning several training opportunities based on survey feedback.

Future Training Opportunities

- Financial Management series w/ Dr. Jason MacGregor (launches this fall)
 - *Tone at the Top & Board Responsibilities 101* 10/3/23 at 8:30 am. Click [here](#) to learn more.
 - *Year End 101*, 11/7/23 at 8:30 am. Click [here](#) to learn more.
 - *Cash Management 101*, 2/8/24 at 8:30 am. Click [here](#) to learn more.

Future Training Opportunities

- Indiana University's Fundraising for Small Nonprofits (March 20-21,2024)
- A gathering for newer nonprofit EDs/CEO (Date TBD)

Stay tuned!