

Cape & Islands Partnership for Nonprofit Advancement
Summary of fall 2015 Training and Professional Development Needs Survey Data

From September 2015 through November 2015, the Cape and Islands Partnership for Nonprofit Advancement conducted a large-scale community survey gauging the training and capacity-building needs of nonprofits on Cape Cod and the Islands.

The Cape and Islands Partnership for Nonprofit Advancement is a regional collaborative whose mission is to leverage resources to effectively coordinate and expand training and educational opportunities for nonprofits on Cape Cod and the Islands to support the health and vitality of the nonprofit sector. They conducted the survey in the fall of 2015.

The survey yielded 405 responses from nonprofit staff, Board members, and volunteers, and will inform current and future programming.

Below are the key summary points from the survey:

Organizational demographic information:

- Number of Board member responses almost equaled that of CEO/ED/President responses
- Broad array of organizational "type" and focus area; human services was the highest percentage represented
- Representation from every town in Barnstable County and on the Islands of Nantucket and Martha's Vineyard; Barnstable, Falmouth, and Nantucket had the highest number of responses.
- Broad representation of geographic service area
- Annual organization budget sized ranged from 0-\$5 million+ with highest number of respondents in the \$1 million to \$5 million range, followed by organizations in the \$251,000 to \$500,000 range.
- 82% of respondents are classified by the IRS as 501c3 public charities
- Organizations ranged in age from 1 year to 50+ years; the majority of respondents were 26-50 years, followed by organizations 16-25 years.
- Nearly 50% of respondents had 1-5 FTE paid staff
- 29% of respondents had 1-5 volunteer staff positions; 40% had none
- 53% of respondents have 21 or more volunteers
- 56% of the respondent organizations have Board of Directors that meet monthly

Budgeting for and Barriers to Professional Development

- For staff: 55% of respondents budget and use it; 31% said they don't budget; 11% were unsure; 2% budget and don't use it
- For staff: percent of budget allocated for professional development ranged from 0-10% but majority were 0-2%.
- For staff AND Board: cost and time are two largest barriers to participating in professional development opportunities; lack of interest lowest
- For Board: 66% of respondents say they do not budget for professional development for Board; 22% are unsure; 11% said yes; and 1% said yes but they do not use it

- For Board: For those that do budget for professional development for Board members, the percent of budget allocated ranges from 0-2%

Training Preferences-format and location

- 1-4 hour workshops were highest, followed by one-day trainings, webinars, online trainings and skill-specific enrichment
- 1/3 of respondents said they did not want to travel more than 30 miles for training; 50% do not want to travel more than 60 miles

Training topics-top five

- 1.) Fundraising
- 2.) Nonprofit Management
- 3.) Executive/Leadership Training
- 4.) Organizational Strategy
- 5.) Donor relations/Communications and Marketing/Communications

Training topics by size organization

<u>Operating Budget</u>	<u>Category</u>
\$0-99,000	Fundraising, Marketing
\$100k-250k	Fundraising, Board
\$251k-500k	Fundraising, Donor relations/communications
\$501k-750k	Fundraising tied with Nonprofit Management
\$751k-1M	Fundraising, organizational strategy
\$1M-5M	Fundraising, organizational strategy
\$5M+	Nonprofit Management, Executive Training

Training topics comparing CEO/ED and Board:

- CEO/ED AND Board Members said Fundraising was their top priority for training, followed by Board and then Organizational Strategy.
- EDs said their next highest were Nonprofit Management and Donor Relations/Communications; Board Members' next highest were Executive/Leadership Training and Financial.

Sub-category Training Results

Within the **Fundraising Category**, priorities were as follows:

- 1.) Annual Appeals
- 2.) Major Gifts
- 3.) Grantwriting and Planned Giving
- 4.) Capital campaigns

Within the Fundraising Category, when responses were broken down by size organization, priorities were as follows:

<u>Operating Budget</u>	<u>Fundraising Category</u>
\$0-99,000	Grantwriting
\$100k-250k	Annual Appeals
\$251K-500k	Major Gifts
\$501k-750k	Appeals, Planned Giving, Major Gifts
\$750k-1M	Appeals, Planned Giving, Major Gifts
\$1M-5M	Appeals, Planned Giving
\$5M+	Major Gifts

Fundraising Topics comparing CEO/ED and Board:

EDs said their highest priority was Major Gifts, followed by Annual Appeals, while Board Members said Annual Appeals.

Other Training Categories

- For those respondents that selected **Board Training**, engaging the Board in fundraising was the highest priority, followed by Board roles and responsibilities
- For those that selected **Financial Training**, 83% said Budgeting and Forecasting was the highest priority
- For those that selected **Organizational Strategy**, 76% said Strategic Planning/Action Planning was their priority
- For those that selected **Nonprofit Management**, essentials for running a nonprofit organization was the number 1 need; this was particularly true for the smaller organizations, but for the \$5 million+ organizations as well
- For those that selected **Marketing and Communications**, 71% said social media was their number 1 priority
- For those that selected **Volunteer Management**, retention of volunteers and volunteer training were almost equal.
- For those that selected **Technology**, building IT infrastructure/IT planning_slightly edged database selection and maintenance, with database selected being more important for smaller organizations and planning more important for larger organizations.