

A black, starburst-shaped badge with a white border, containing the text "2016 EDITION" in white. The "2016" is in a larger, teal font, and "EDITION" is in a smaller, white font below it.

2016
EDITION

A large, colorful geometric graphic composed of overlapping triangles and polygons in shades of orange, red, purple, teal, and green. The graphic has a network-like structure with white dots at the vertices of the shapes.

NONPROFIT

TREND REPORT

THE NONPROFIT INDUSTRY IS CHANGING
FIND OUT WHAT YOU NEED TO KNOW TO STAY AHEAD

BROUGHT TO YOU BY:

TOM & 
okarma vantage point

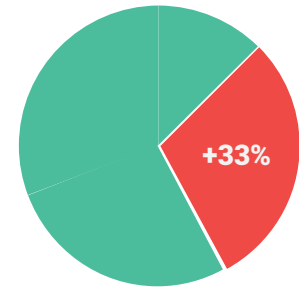
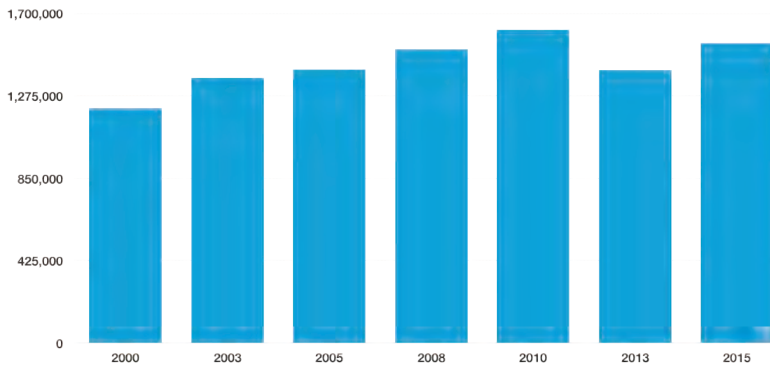


INDUSTRY SNAPSHOT

ESTIMATED 2.3 MILLION NONPROFITS IN THE U.S.*

NEARLY 1.6 MILLION REGISTERED WITH THE IRS

NONPROFIT GROWTH TRENDS

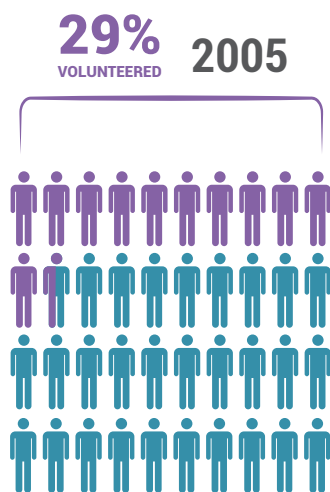


Over 1/3 of nonprofits have less than \$1M in total revenue.



Job openings and hiring are at an all-time high, making nonprofits the 3rd largest workforce. But turnover is at 20% and climbing.

The #1 factor contributing to nonprofit dissolution is a lack of volunteers.



2016 NONPROFIT REPORT

THE STATE OF NONPROFITS

*statistics and data retrieved from multiple sources

Research compiled & presented by

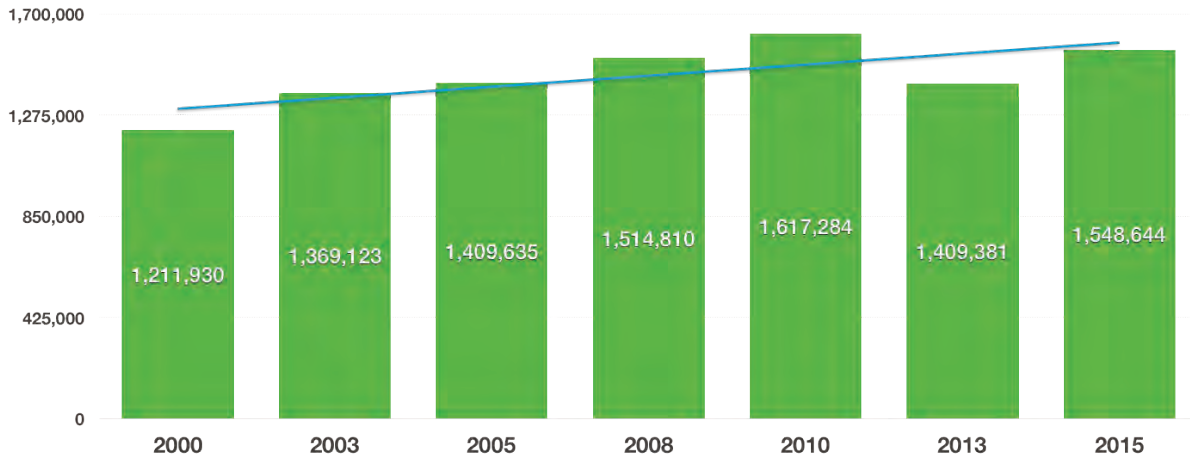


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NONPROFIT GROWTH

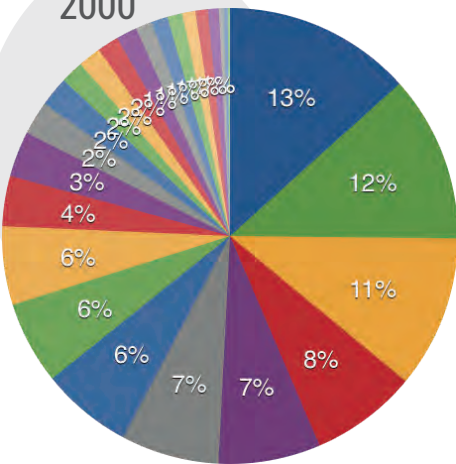
OVER THE LAST 15 YEARS



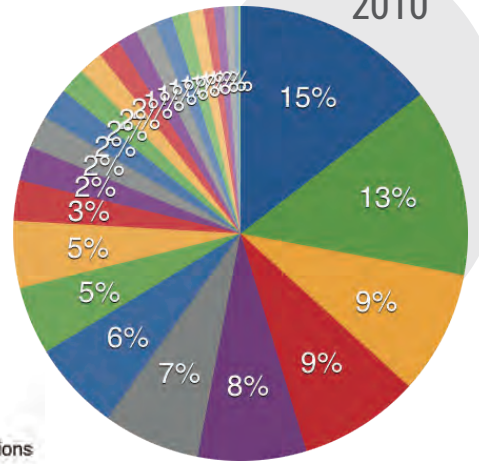
TRENDS BY NONPROFIT SEGMENT

- Religion-Related
- Education
- Community Improvement & Capacity Building
- Recreation & Sports
- Arts, Culture & Humanities
- Philanthropy, Voluntarism & Grantmaking Foundations
- Human Services
- Mutual & Membership Benefit
- Public & Societal Benefit
- Health Care
- Employment
- Housing & Shelter
- Environment
- Voluntary Health Associations & Medical Disciplines
- Youth Development
- Public Safety, Disaster Preparedness & Relief
- Crime & Legal-Related
- Animal-Related
- International, Foreign Affairs & National Security
- Mental Health & Crisis Intervention
- Food, Agriculture & Nutrition
- Civil Rights, Social Action & Advocacy
- Science & Technology
- Unknown
- Medical Research: Medical Research
- Social Science

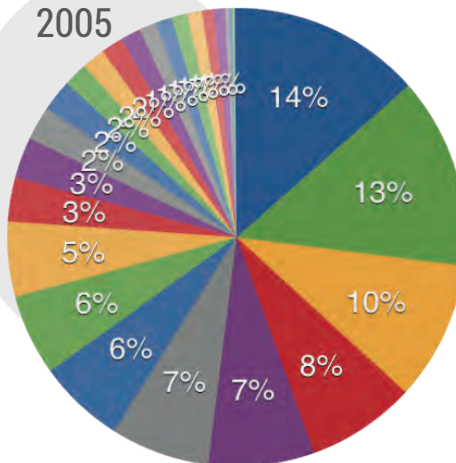
2000



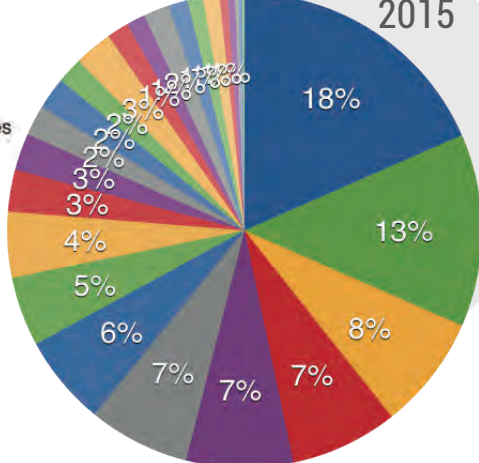
2010



2005



2015



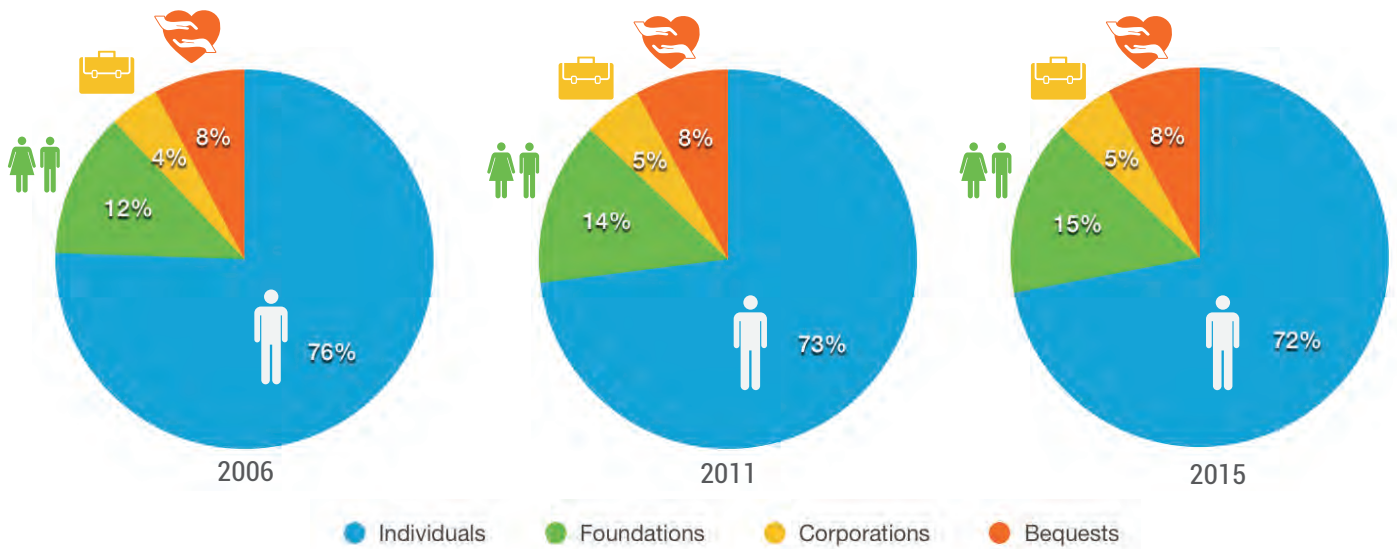


THE SOURCE OF FUNDING FOR NONPROFITS IS SHIFTING

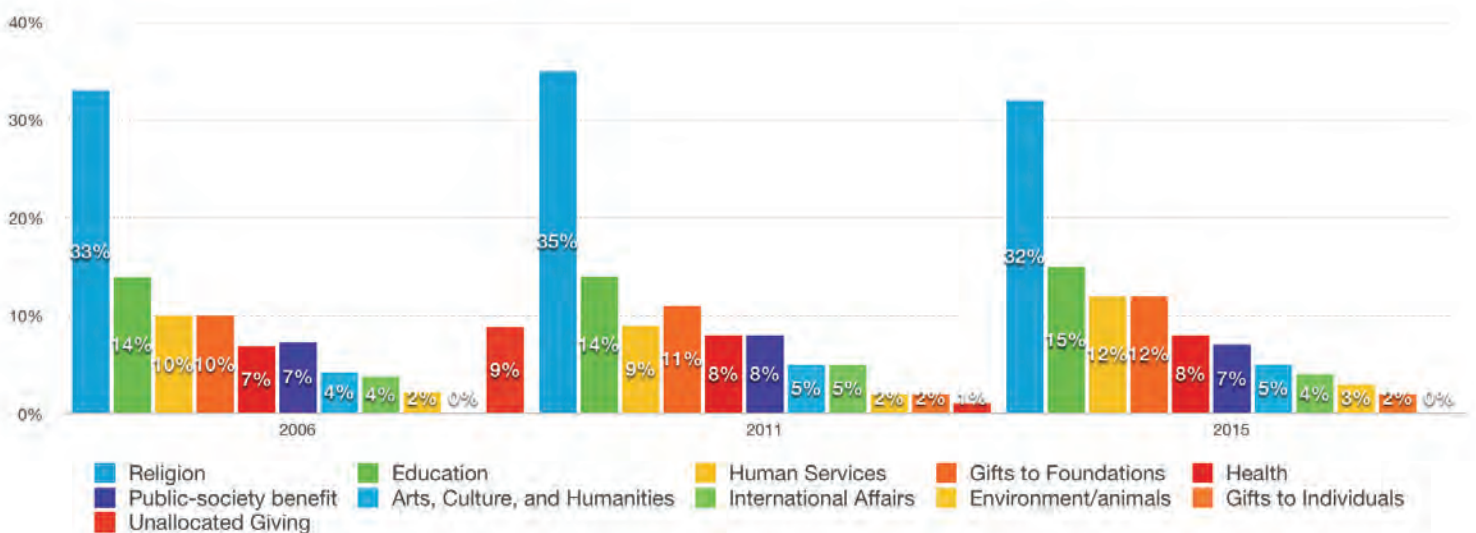
\$358 BILLION DONATED IN 2014*

Up 7% from 2013 | Highest amount since 2007

*Actual total dollars for giving not available yet for 2015



WHERE IS IT ALL GOING?



2016 NONPROFIT REPORT

THE STATE OF NONPROFITS

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COMMUNICATION METHODS AND NEEDS ARE CHANGING

10%

15%

Nearly 10% of donations come from mobile devices, and 16.6% of donors who donate from an email are doing so on their device.

A third of nonprofits aren't planning to send a print newsletter this year, while 12% won't send direct mail.

33%

12%

92%

50%

92% of nonprofit professionals use content marketing, the web, and/or social media to spread their organizations' missions, but more than half don't have a documented strategy for their content.

The open rate for nonprofit emails is between about 15% and 17.5%, with appeals at the low end and advocacy and other emails with higher open numbers.

15%

17%

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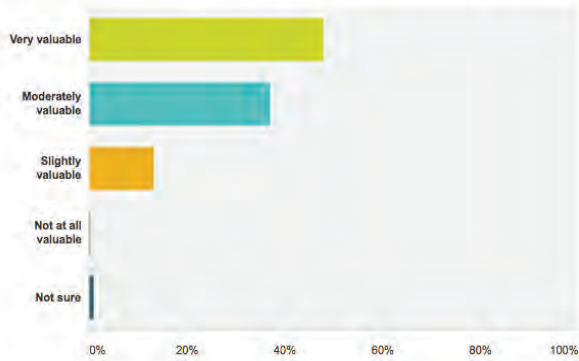


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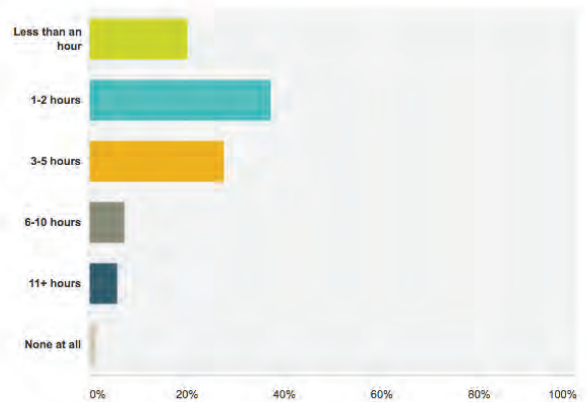


COMMUNICATION METHODS: USE OF WEB & SOCIAL MEDIA

48% of nonprofits believe social media is very valuable.

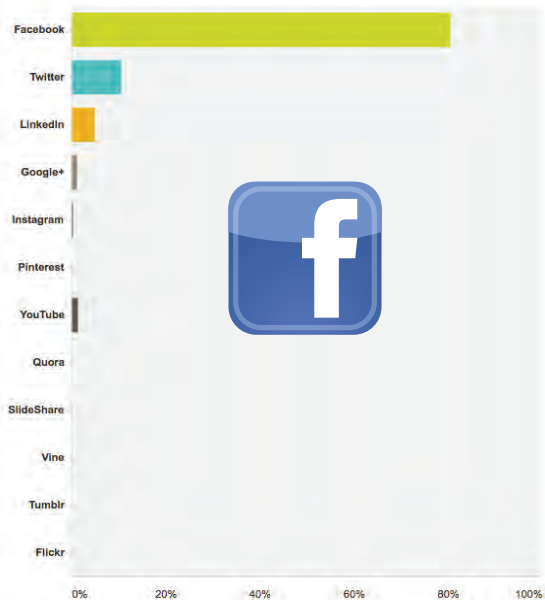


38% of nonprofits spend between 1-2 hours a week on social media.



ARE NONPROFITS USING SOCIAL MEDIA?

80% of nonprofits say Facebook is their primary focus for social media.



FOR EVERY **1,000**
WEBSITE VISITORS
A NONPROFIT RAISES
\$612



Nonprofits would like to focus more time on Twitter and LinkedIn.



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TOP 10

BIGGEST CHALLENGES FACING NONPROFITS RIGHT NOW

Declining resources have left many nonprofits unable to make critically-needed investments in either technology or leadership/staff development.

LACK OF INVESTMENT IN KEY AREAS

01

02 NOT ENOUGH FINANCIAL RESOURCES

Even though individual giving is at the highest level ever, the total number of nonprofits is growing too rapidly to be supported by the dollars given.

Changes in the economy over the last several years, coupled with continually evolving need, is driving an increase in the needs of services by the community.

INCREASED NEEDS IN THE COMMUNITY

03

04 DISENGAGED BOARD MEMBERS

Too many board members are lacking critical information about the mission and current challenges. As a result they may not be fully engaged, or able to use their experience and talents to help the organization make a bigger impact.

TOP 10

BIGGEST CHALLENGES FACING NONPROFITS RIGHT NOW

05

INABILITY TO ACQUIRE MAJOR DONORS

Many nonprofits (especially smaller organizations) struggle to identify major donors, cultivate relationships, and encourage substantial gift-giving.

Many nonprofits are faced with the challenge of identifying and recruiting knowledgeable, experienced, and successful fundraising staff members. These positions can also experience above-average turnover.

FUNDRAISING STAFF IS LIMITED AT BEST

06

07

ADJUSTING TO EVER-CHANGING COMMUNICATION METHODS

The last 5-10 years have seen a massive shift in communication channels. Email, social media, web, and mobile have now become mainstream communication platforms. Many nonprofits struggle to effectively engage their audience via these new channels.

The number of nonprofits in the U.S. has climbed significantly in recent years. Unlike the private sector where mergers and acquisitions are common when strengths and offerings overlap, nonprofits are more likely to remain separate, to stay true to their mission.

INCREASED INDUSTRY "COMPETITION"

08

TOP 10

BIGGEST CHALLENGES FACING NONPROFITS RIGHT NOW

Many nonprofits are struggling to effectively reach a more diverse group of supporters. The areas of interest, desired level and type of involvement, and ability / desire to provide financial support to an organization varies greatly between millennials and baby boomers.

INCREASED DEMOGRAPHIC DIVERSITY

09

10

CHANGE IN LEADERSHIP DEMOGRAPHIC

The face of the nonprofit is changing. Historically many nonprofits were started by individuals as they transitioned to 2nd phase careers. This trend is quickly being replaced by Gen X and Gen Y.

Driven by the need for purpose in their work, and to make a difference in their community, many millennials are foregoing the traditional career path and instead starting nonprofits.

While these individuals bring a captivating level of energy, the lack of experience -- both in building/running a nonprofit and team -- as well as donor relationship management) can create significant challenges for a nonprofit.

This shift can also create significant leadership challenges within the organization, and may cause a challenge in recruiting top talent to the board and staff.



2016

NONPROFIT REPORT

MAJOR SOURCE LIST

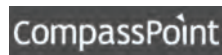
NOTICE: *The 2016 Nonprofit Report -- The State of Nonprofits -- has been compiled using a combination of proprietary research methods and existing nonprofit data and statistical sources. The findings, summaries, and insights presented include data representing current (2015) Registered Nonprofit Organizations in the United States, defined as all tax-exempt organizations including public charities, private foundations, and other types of nonprofits (chambers of commerce, fraternal organizations, and civic leagues). For a complete listing of sources analyzed for this report, visit www.TomOkarma.com/2016-nonprofit-statistics-report.*



www.givingusa.org



www.nccs.urban



www.compasspoint.org



www.lasallenonprofitcenter.org



www.councilofnonprofits.org



www.urban.org



www.atlasofgiving.com



www.grantspace.org



www.guidestar.org/Home.aspx



www.volunteeringinamerica.gov



www.charitynavigator.org



<http://contentmarketinginstitute.com>



www.boardsource.org



www.bls.gov



<http://foundationcenter.org/>



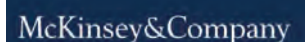
<http://nonprofitquarterly.org>



<http://blog.capterra.com>



<http://blog.hubspot.com>



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