

Constant Contact Nonprofit Pulse

The Health and Wellness of Small Nonprofits

Based on Research Conducted in Spring 2012

Constant

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In This Report

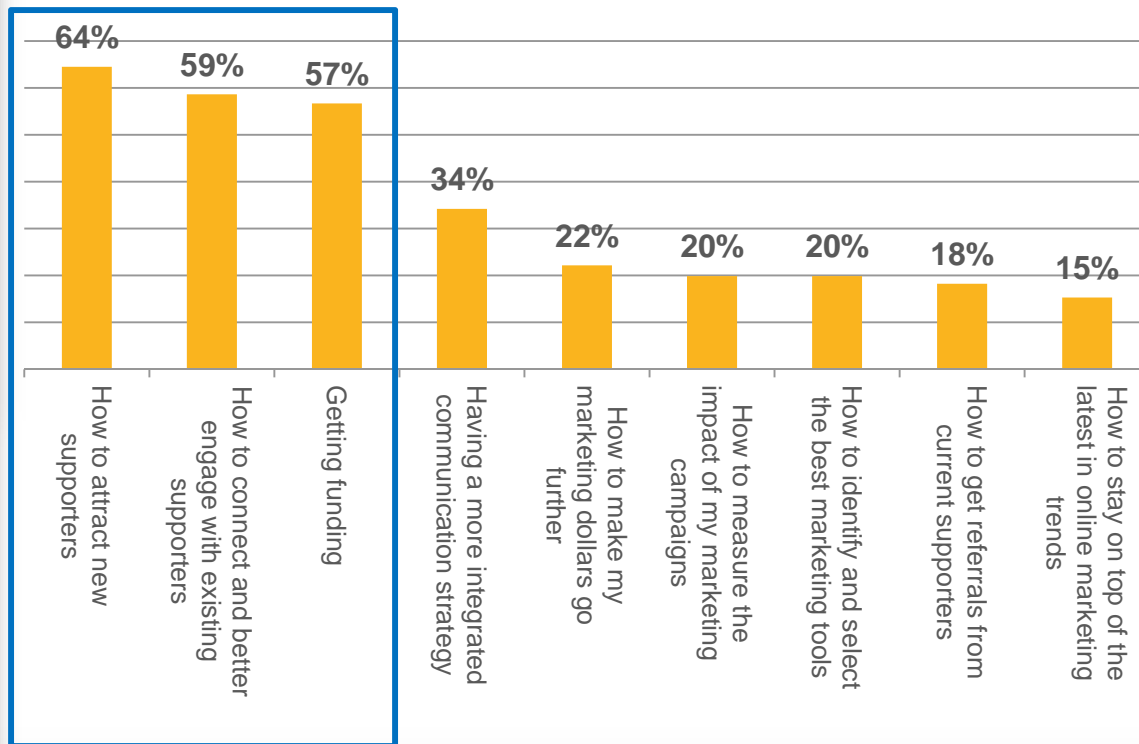
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1. What's Keeping Nonprofits Up At Night?

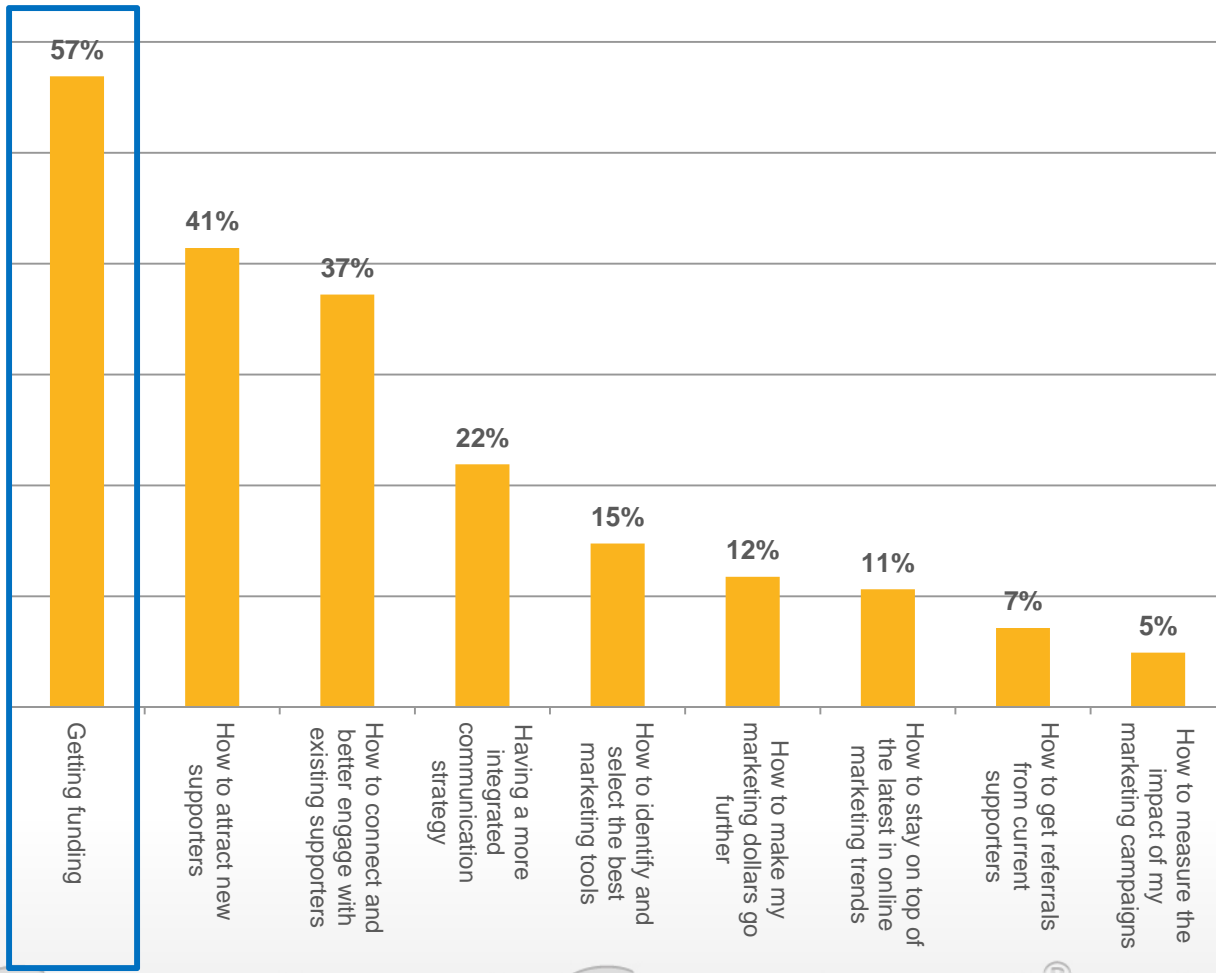
Attracting new supporters, engaging existing supporters and getting funding are the top marketing concerns for nonprofits surveyed

When you think about how to run your organization most effectively, which of the following “keeps you up at night”?



Getting funding is the #1 concern for nonprofits

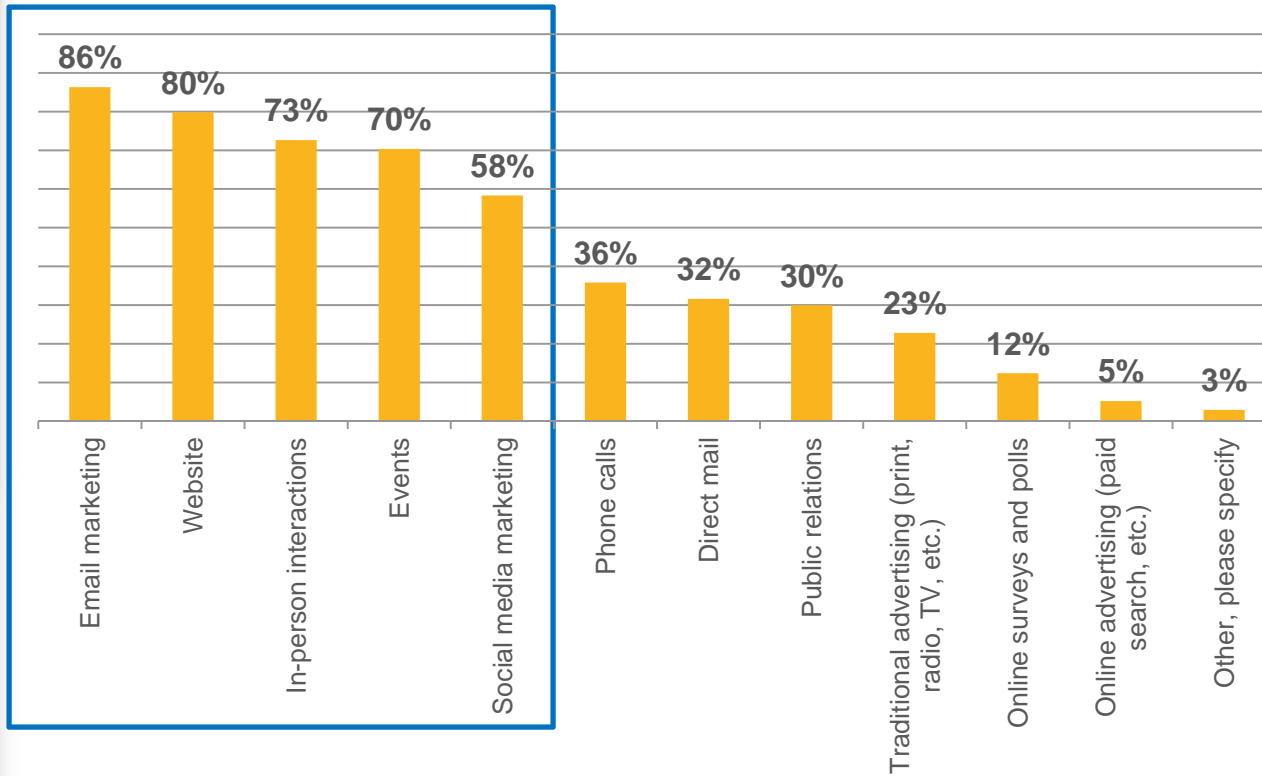
Of the items that keep you up at night, which do you rank #1?



2. Nonprofit Marketing Activities

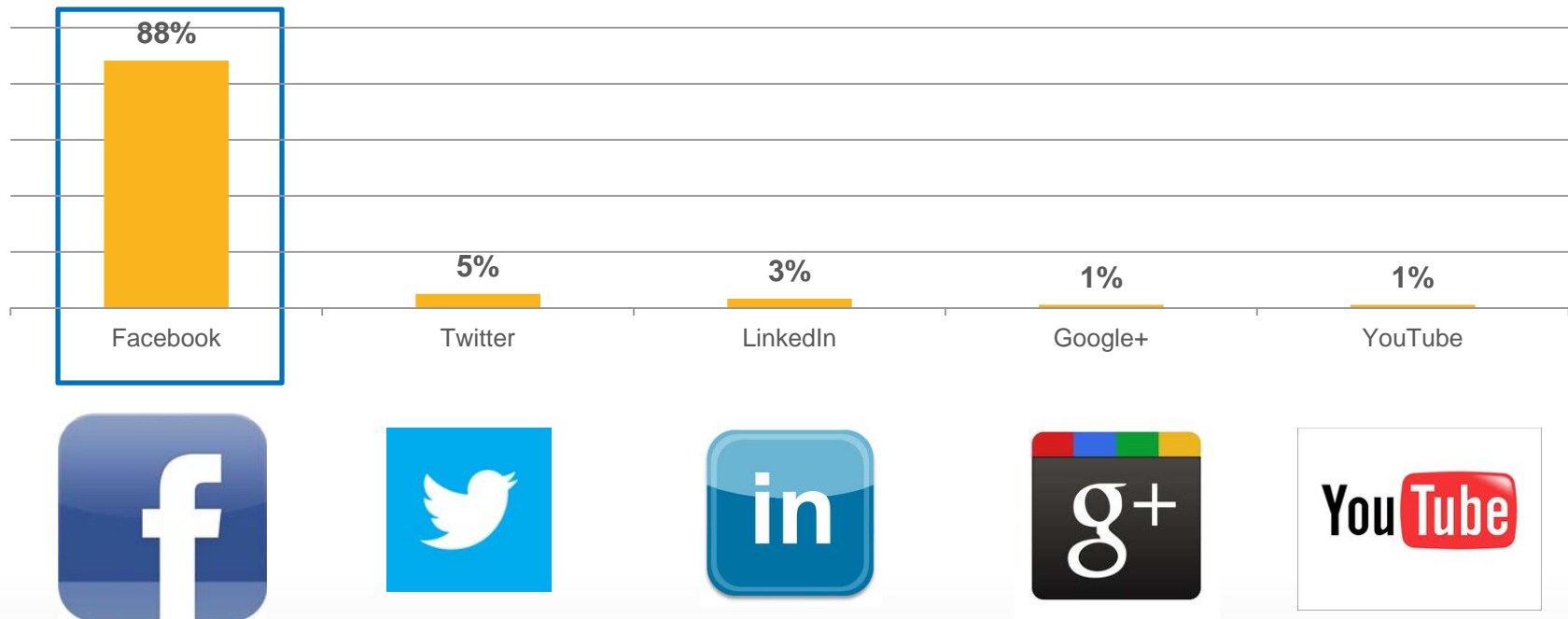
Email marketing, websites, in-person interactions, events and social media are effective for the majority of nonprofits

Which marketing activities do you find to be effective for your organization today?



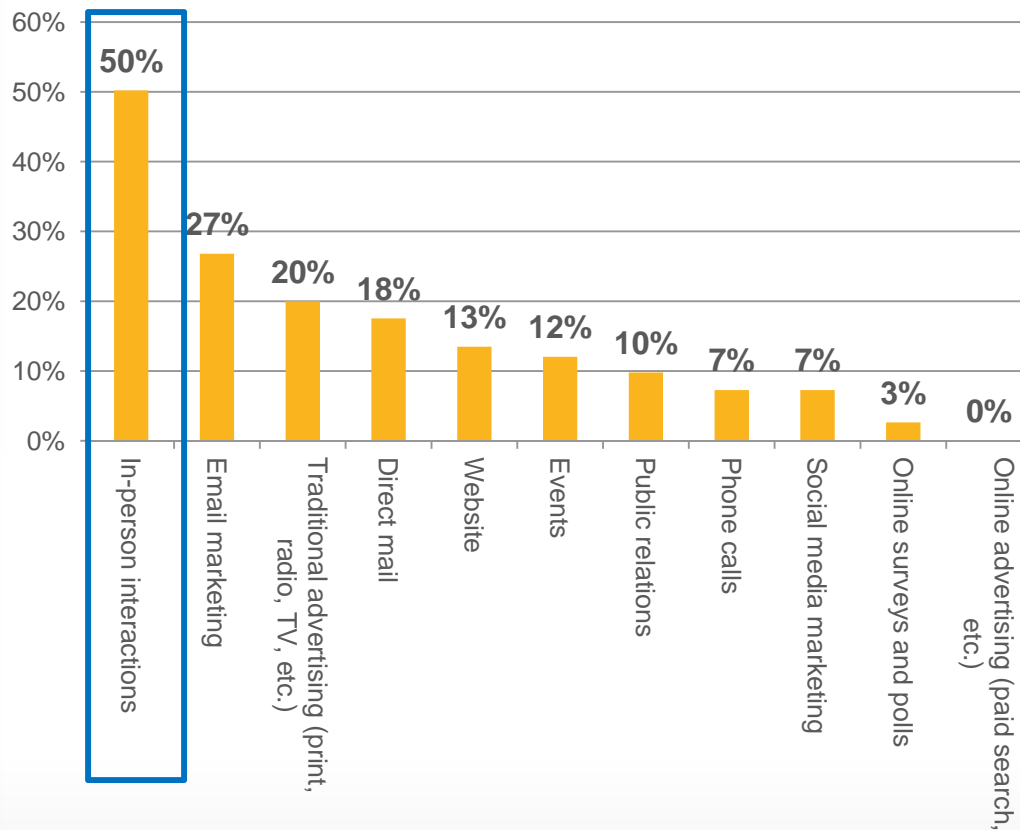
Of those finding social media effective, Facebook is far and away the most effective network

If social media is effective for your organization, which network do you find the *most* effective?



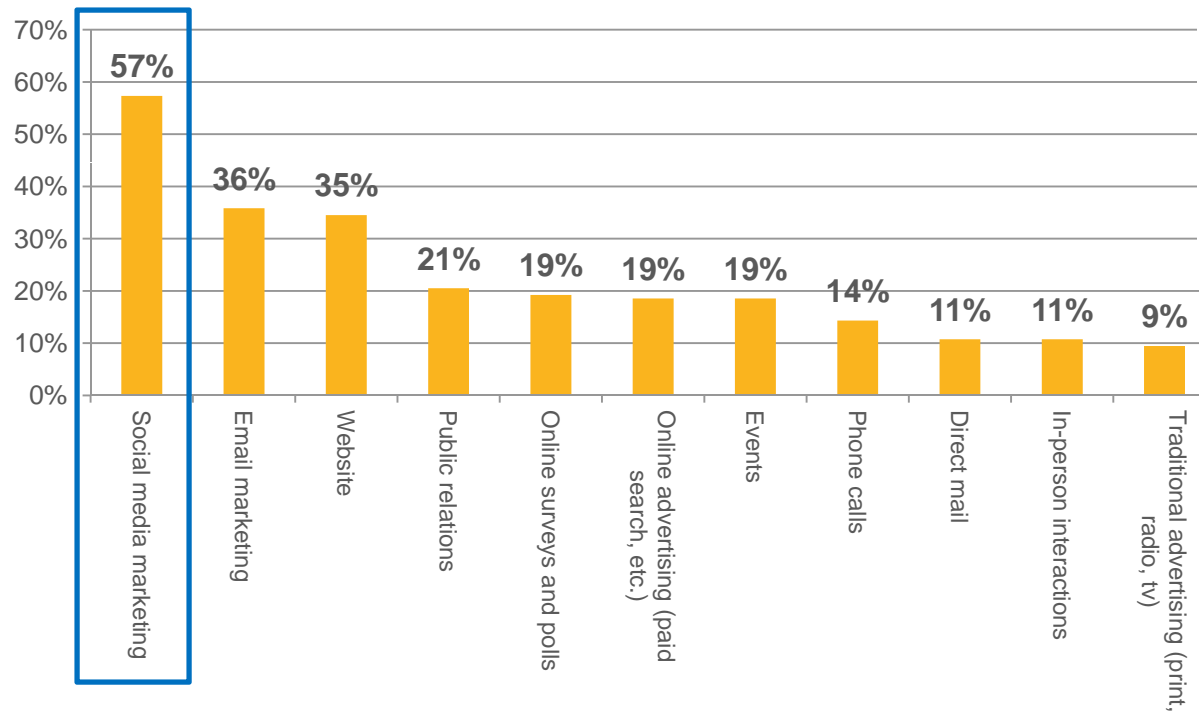
In-person interactions are the most effective marketing activity

Of the items you find to be effective, which do you rank as the #1 most effective?



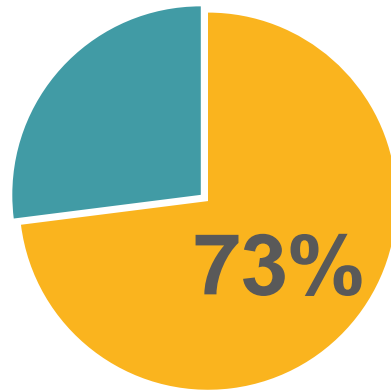
Social media marketing is the topic nonprofits want help with most

Marketing activities do you need help with?



Nonprofits believe nearly three quarters of their supporters are likely to recommend their organization to a friend or colleague

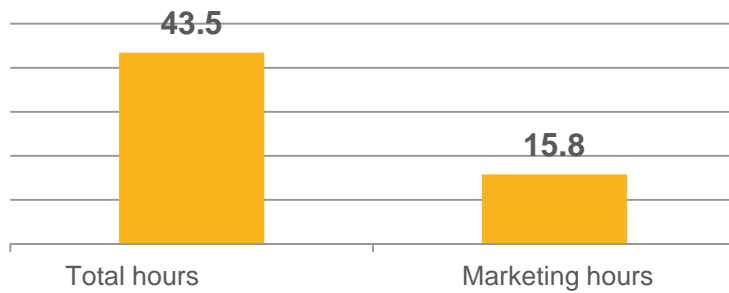
What percentage of your supporters are likely to recommend your organization to a friend or a colleague?



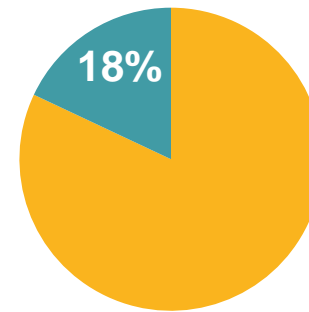
The likelihood of supporter referrals could be greatly amplified with the use of social media marketing

Nonprofits spend 36% of their time and 18% of their budget on marketing

Hours nonprofits work per week



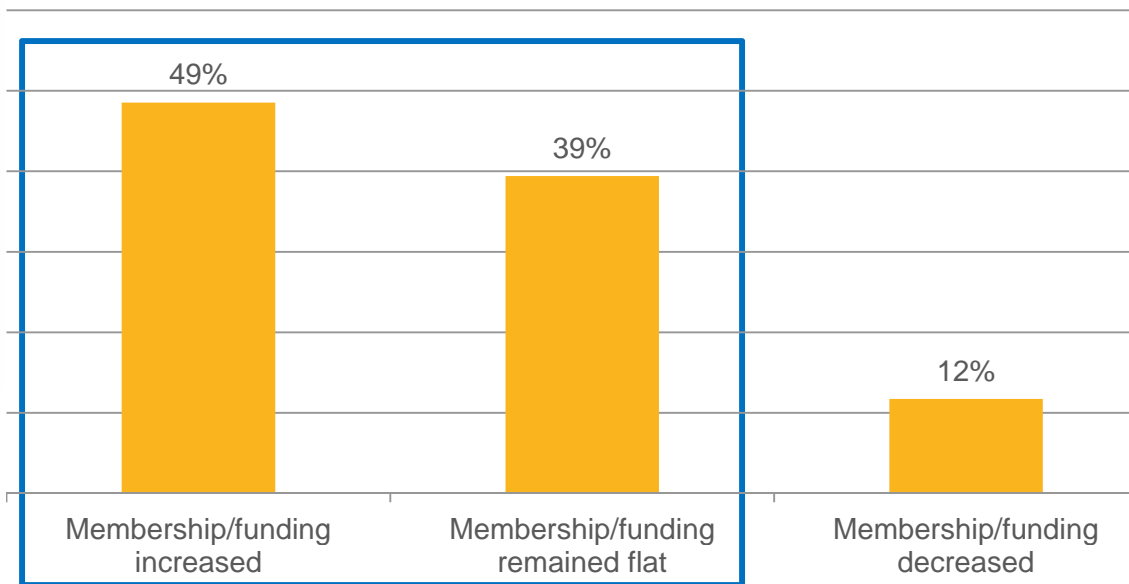
Budget spent on marketing activities



3. The Health of Nonprofits

The majority of nonprofits surveyed are stable or growing compared to 2011

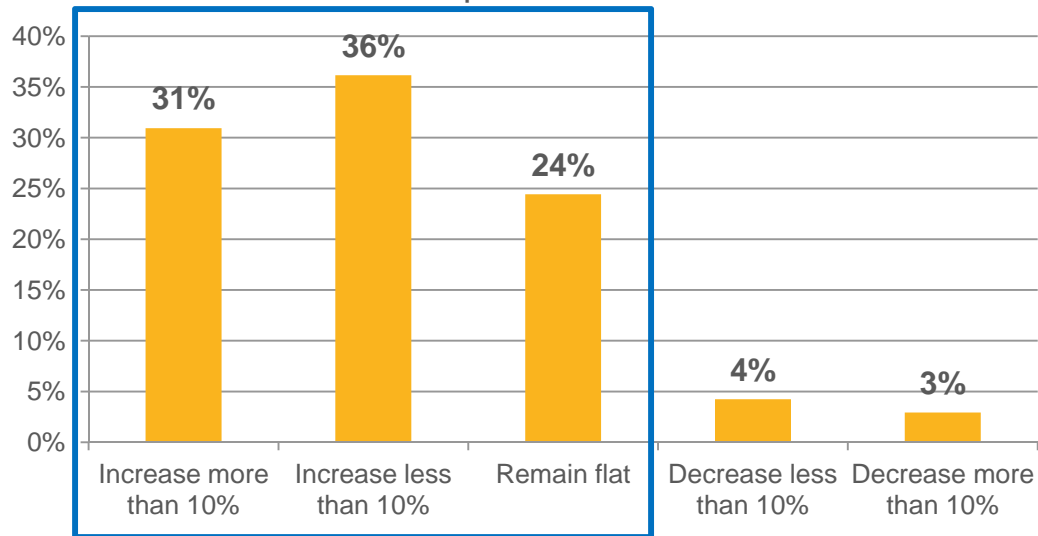
How has your organization done so far this year?



Many nonprofits are expecting significant growth this year, few are expecting a major decrease

- 67% of nonprofits expect 2012 membership/funding to increase over their 2011 revenues with 31% expecting an increase of more than 10%.

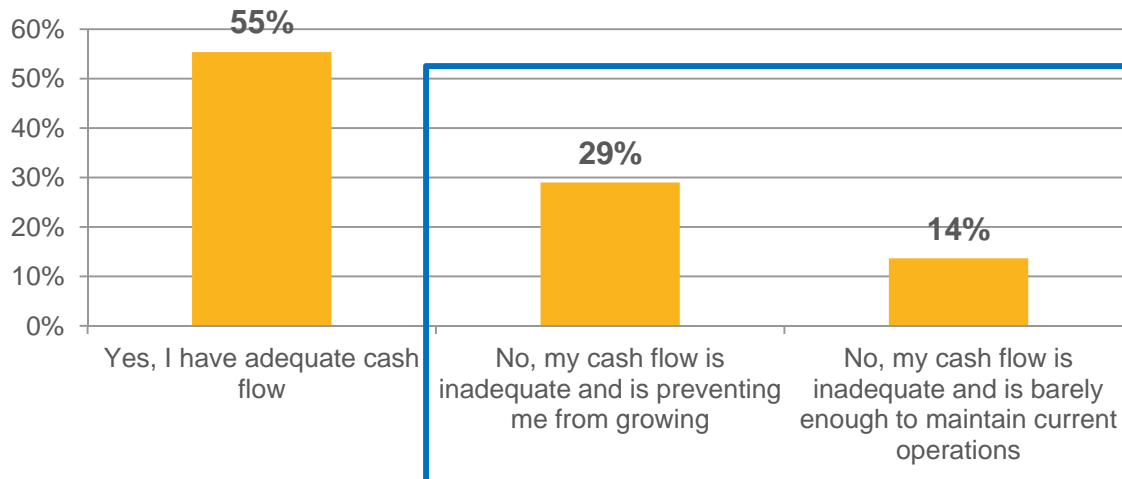
Membership/Funding expectations this year compared to last



While funding is rising, cash flow is affecting growth for over 40% of nonprofits

- Struggle with cash flow is evident with both rising costs and service offerings
 - 46% of nonprofits are experiencing increased operating costs
 - 51% have increased the number of services they offer

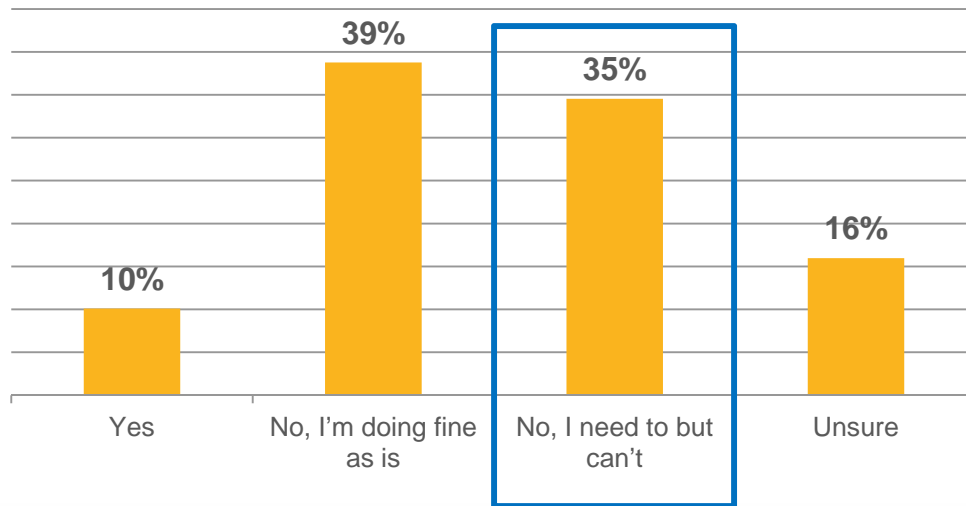
Is your cash flow sufficient to run your organization effectively?



Over one third of nonprofits need to hire additional staff but can't

- So far this year 67% of nonprofits have kept their number of employees the same, 14% have decreased their number of employees.

Will you be hiring additional full-time equivalent (FTE) employees in the next 6 months?



About this study

- This is the first wave of an ongoing study about the state of nonprofits and the ways they connect with and grow their audience.
- We surveyed over 1000 participants in the Constant Contact Small Biz Council – a research panel of US small businesses and nonprofits recruited from the Constant Contact customer base – between April 24 and May 8, 2012.
- This report includes responses from 307 nonprofit participants.
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Annual budget size for nonprofits included in this study

