



2018 NONPROFIT COMMUNICATIONS
Trends Report

#NPCOMM2018

TWEETABLE FINDINGS

Share with #NPCOMM2018 and find more at <http://npgm.us/2018>.

Communications Effectiveness and Proficiency

Average ranking for nonprofit communications effectiveness was 3.3 out of 5 stars (between somewhat and very effective). <http://npgm.us/2018> #NPCOMM2018

The most effective nonprofit communicators were more skilled at big picture thinking, editorial planning, and repurposing content. <http://npgm.us/2018> #NPCOMM2018

About 2/3rds of the most effective nonprofits use best practices like editorial calendars/meetings and repurposing their content, while only 1/3 of less effective nonprofits do. <http://npgm.us/2018> #NPCOMM2018

Nonprofits with a combined comm and development staff did not feel as skilled at best practices such as big picture thinking, editorial planning and repurposing content. <http://npgm.us/2018> #NPCOMM2018

Nonprofit communicators feel most proficient at creating relevant & engaging messaging and copywriting. <http://npgm.us/2018> #NPCOMM2018

Nonprofit communicators feel least proficient at analytics, photography and graphic design. <http://npgm.us/2018> #NPCOMM2018

How Often Do Communicators Create and Send Communications

On average, nonprofits post to Facebook and Twitter 7 times a week and Instagram twice a week. <http://npgm.us/2018> #NPCOMM2018

On average, nonprofits send 2 print newsletters, 3 print appeals, and 8 press releases in a year. <http://npgm.us/2018> #NPCOMM2018

On average, nonprofits send 3 email newsletters and 2 email appeals a month. <http://npgm.us/2018> #NPCOMM2018

Workload and Satisfaction

45% of nonprofit communicators said their workload was too heavy and 17% saying it was much too heavy. <http://npgm.us/2018> #NPCOMM2018

68% of nonprofit communicators are satisfied or very satisfied with their current position. <http://npgm.us/2018> #NPCOMM2018

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WHAT'S NEW THIS YEAR

We are witnessing a very encouraging trend: **the evolution of nonprofit communications as a profession.**

After analyzing data for **eight years of Nonprofit Communications Trends Reports** and personally coaching more than 150 nonprofit communications directors through our Mentoring Program, I feel like I have witnessed **the birth and childhood of this profession.**

In the thousands of conversations I've had with communications staff, I've watched **how individuals grow in the job, and how the job grows within a nonprofit.**

We see nonprofit communications **staff eager to learn** their jobs, and then **stepping up to lead** communications decision making.

As they lead, **they evolve the communications roles** within their nonprofits from tactical order takers to strategic partners with programmatic, development, and executive staff.

With this evolution in mind, we asked several **new questions** for this year's report, producing insights on:

- Effectiveness on **12 specific communications goals.**
- **How much content** teams typically create.
- How staff rate their **levels of expertise** on a dozen communications skills and how those ratings relate to communications effectiveness.
- The **types of training** communications staff get and **who pays** for it.
- **Demographic data** for nonprofit communications staff.

Looking for something else? We may have covered it in previous reports. Check page 5 for where to find the answers you are looking for.

LEARN
LEAD
EVOLVE

Kivi



To interview Kivi Leroux Miller, Founder & CEO of Nonprofit Marketing Guide, about this report or to discuss speaking engagements, contact her at (336) 870-0251, kivi@nonprofitmarketingguide.com or @kivilm.

WHERE TO FIND WHAT DATA

If the data you are seeking isn't in this year's report, it's likely in reports from recent years.

In the 2018 Report (This One) . . .

- **Effectiveness** on 12 specific communications goals
- **How much content** teams typically create
- How staff rate their **levels of expertise** on a dozen communications skills
- The **types of training** communications staff get and who pays for it
- **Demographic data** for nonprofit communications staff

In the 2017 Report . . .

- Average **staff and budget sizes** for communications teams
- **Communications team salaries**, including regional differences
- The four models for how the majority of **nonprofit communications teams are structured**, including important differences
- Extensive data on how nonprofit communications teams can **measure their own effectiveness**

- Important differences in how **communications directors, development directors, and executive directors** view and approach communications work

[Download the 2017 Report](#)

In the 2016 Report . . .

- Which **communications channels are most important**
- What **gets in the way** of nonprofit communications success
- The **importance of a strong relationship with the executive director**
- **Advice for executive directors** on how to work more effectively with communications teams

[Download the 2016 Report](#)

In the 2015 Report . . .

- The **points of conflict** in nonprofit communications
- Portrait of a **typical nonprofit communications director**

[Download the 2015 Report](#)

HOW WE MEASURED

We asked survey participants to rank themselves using several different scales, including a 7-point proficiency scaled described here.

THE KNOWLEDGE – PROFICIENCY – MASTERY SCALE

Knowledge Zone
Aware - Ready

1 – **Unaware.** We are unfamiliar with this practice.

2 – **Aware.** We have basic knowledge of this practice.

3 – **Ready.** We are ready to begin implementing this practice.

Proficiency Zone
Capable - Skilled

4 – **Capable.** We've started implementing this practice and are gaining experience.

5 – **Skilled.** We are confident in our implementation of this practice.

Mastery Zone
Expert - Authority

6 – **Expert.** We are consistently outstanding in our implementation of this practice.

7 – **Authority.** We are a thought leader and innovator on this practice.

HOW CAN NONPROFITS EVALUATE THEIR OWN EFFECTIVENESS?

Whether nonprofits can self-assess their effectiveness is a valid concern. However, it's impractical to do independent evaluations of the 1,000+ nonprofits who participate in our surveys.

For several years, we at Nonprofit Marketing Guide have worked on creating self-evaluation tools. In the 2017 Trends Report, we asked participants to evaluate their effectiveness using four different methods, from a simple 5-star ranking

to more complex proficiency assessments of how best practices are being implemented.

The results from all of these methods aligned well. While independent evaluations would obviously be better, we are confident in the use of these self-evaluation tools to provide insights.

We will continue to improve them and hope to someday further validate them with independent assessments.

COMMUNICATIONS EFFECTIVENESS

We asked nonprofits to rank their **overall communications effectiveness** and then to rank themselves on 12 specific communications goals.

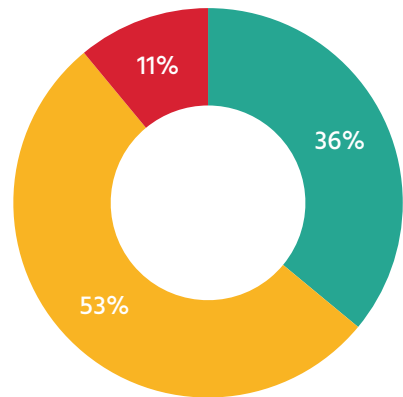


We asked nonprofits to rank their overall communications effectiveness on a 5-star scale, from 1 star (not at all effective) to 5 stars (extremely effective).

The average was 3.3 stars, or between somewhat and very effective. This is the same overall ranking as last year.

36% of nonprofits ranked their communications as Very or Extremely Effective. 53% said they were Somewhat Effective. 11% said they were only Slightly or Not At All Effective.

Throughout this report, we refer to the “Most Effective” and “Less Effective” nonprofits. Most Effective are those who ranked themselves as Very or Extremely Effective. Less Effective or those who ranked themselves at Somewhat, Slightly, or Not at All Effective.



- Very or Extremely Effective
- Somewhat Effective
- Slightly or Not at All Effective

EFFECTIVENESS ON SPECIFIC COMMUNICATIONS GOALS

We asked nonprofits to rank their effectiveness on 12 common goals.

Before we look at effectiveness on specific goals, it's worth noting that not all communications goals are pursued equally in the nonprofit sector.

For many years, we've seen three goals dominate:

- **Engaging our community** to keep people inspired by and active in our work
- **Brand building and reputation management** for the organization
- **Raising awareness of our issues** to educate people on our cause

TO SEE WHICH GOALS ARE MOST IMPORTANT FOR ORGANIZATIONS WITH DIFFERENT MISSIONS, REVIEW THE 2017 TRENDS REPORT.

Percentage of Nonprofit Communications Teams Working on the Goal



While **community engagement, brand and reputation management, and raising issue awareness** are by far the **most popular** goals, they are not necessarily the easiest.

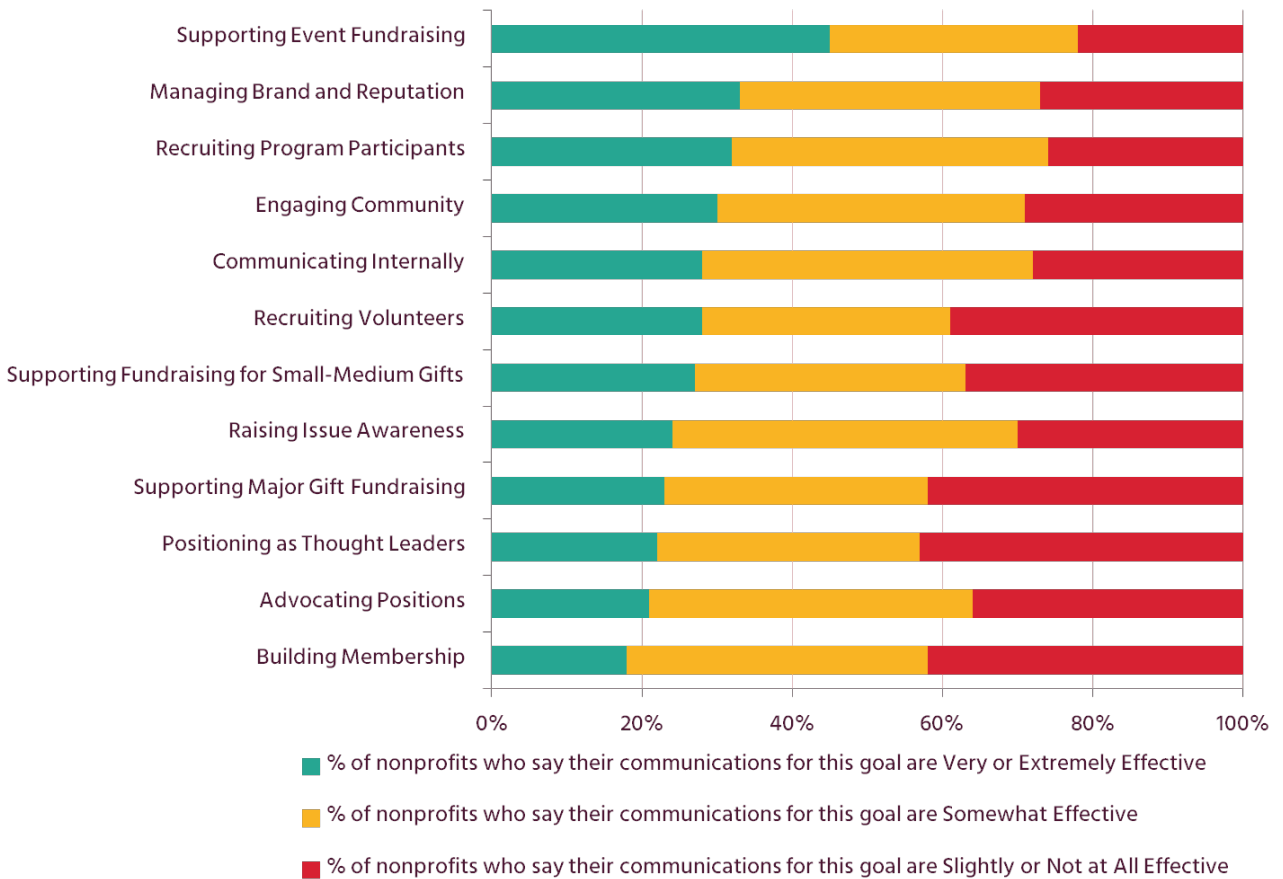
When we examine how many nonprofits say they are effective at achieving specific goals compared to those who are less effective, the list changes in significant ways.

Supporting event fundraising tops the list of goals where nonprofit communicators feel **most effective**.

Brand and reputation management is second, followed **recruiting program participants, engaging community, and communicating internally**.

Issue awareness and **advocating positions**, along with **fundraising for small-medium and major gifts, all fall toward the bottom of list**, with more nonprofits saying that they are only “slightly or not effective” compared to “very or extremely effective.”

Levels of Communications Effectiveness for Each Goal



CONTENT CREATION

Communications staff spend a great deal of time on content creation and communications channel management. Here’s how much the average communications team is creating.

On average, nonprofit communications teams are creating 8 short-form articles (300 – 1,000 words), 2 mid-form articles (1,000 – 3,000 words) and 1 long-form article (over 3,000 words) each month.

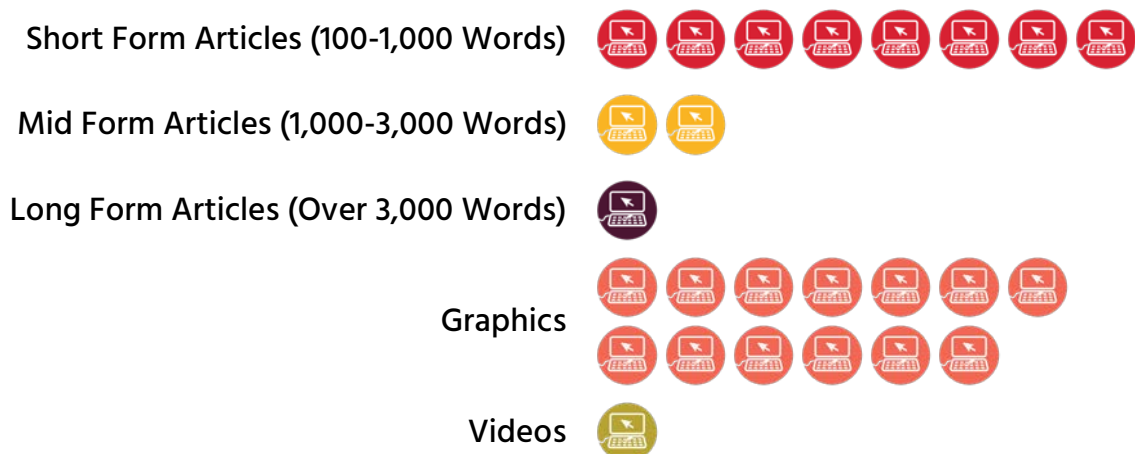
They are also creating 13 graphics and 1 video. We defined “graphic” as including text overlays or substantial editing of a photo, but not using a photo as is.

The most effective teams do report producing significantly more short- and mid-form articles and graphics than less effective teams do.

Content Created Monthly	Amount Created by Most Effective Nonprofits	Amount Created by Less Effective Nonprofits
Short-Form Articles	9.4	7.0
Mid-Form Articles	2.1	1.5
Graphics	15.0	11.4

**No significant difference between the most and less effective nonprofits on the amount of long-form articles and videos.*

Average Amount of Content Created Monthly



SOCIAL MEDIA

On average, nonprofit communications teams are posting to **Facebook and Twitter once a day and to Instagram twice a week**. We found no significant differences between the most and less effective organizations.

Social Media Posts Weekly



EMAIL NEWSLETTERS AND APPEALS

On average, nonprofit communications teams are sending **three email newsletters and two fundraising or advocacy appeals each month**. We found no significant differences between the most and less effective organizations.

Emails Sent Monthly



PRINT NEWSLETTERS AND APPEALS

On average, nonprofits communications teams are sending **two print newsletters and three print appeals each year**.

We did find a significant difference here.

The most effective nonprofits report producing 2.1 print newsletters per year and 3.6 print appeals, compared to 1.6 print newsletters and 2.9 print appeals for less effective organizations.

Communications Sent Annually



PRESS RELEASES

On average, nonprofits communications teams are sending eight press releases per year, with no significant differences between most and less effective organizations.

EDITORIAL BEST PRACTICES

We asked nonprofit communicators to rank their level of expertise on four best practices related to editorial planning and management.

We know that the use of editorial best practices like editorial calendars and well-planned content repurposing has a big impact on how focused and strategic teams feel, as well as on their overall effectiveness.

Generally speaking, about **half of nonprofits are using editorial calendars and editorial meetings**. About 2/3rds are using content repurposing.

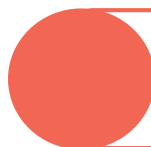
When we look at the **most effective nonprofits, about 2/3rds are using these editorial best practices**, while only 1/3 of less effective nonprofits are.

We also see significant differences in the level of expertise on these best practices by job title. About 2/3rds of **communications directors and coordinators are proficient in or masters** of these practices.

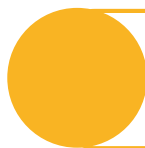
That **drops significantly** to a little over half of those who have combined communications and development responsibilities. **It drops again** to less than half of development staff who say they are proficient in or masters of these skills.

See the charts on the next page for details.

Four Editorial Best Practices



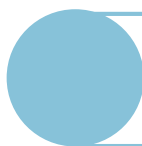
Mapping out the "big picture timeline" for the life of your organization, so you generally know what is happening and when over the next year.



Using an editorial calendar that says what messages will be published in which communications channels and when, for at least the next two weeks.



Having a system in place to make changes to your editorial calendar so that you can be more responsive (e.g. regular editorial meetings or the ability to check-in quickly with decision makers).



Using repurposed content regularly in your editorial process (i.e., remixing and recycling content between communications channels).

Overall Proficiency in Editorial Best Practices

	In the Knowledge Zone	In the Proficiency Zone	In the Mastery Zone
Mapping Big Picture	45%	47%	8%
Editorial Calendar	51%	41%	8%
Editorial Meetings	54%	38%	8%
Repurposing Content	33%	55%	12%

Comparing Proficiency in Editorial Best Practices Between Most Effective and Less Effective Nonprofits

	Most Effective (4-5 Star)			Less Effective (1-3 Star)		
	Knowledge Zone	Proficiency Zone	Mastery Zone	Knowledge Zone	Proficiency Zone	Mastery Zone
Mapping Big Picture	27%	57%	16%	55%	41%	4%
Editorial Calendar	34%	51%	15%	61%	35%	4%
Editorial Meetings	36%	49%	15%	65%	31%	4%
Repurposing Content	15%	63%	22%	44%	50%	6%

Comparing Proficiency in Editorial Best Practices Between Staff in Different Positions

	Communications Staff		Combined Communications and Development Staff		Development Staff	
	Knowledge Zone	Proficiency + Mastery Zone	Knowledge Zone	Proficiency + Mastery Zone	Knowledge Zone	Proficiency + Mastery Zone
Mapping Big Picture	38%	62%	44%	56%	56%	44%
Editorial Calendar	41%	59%	50%	50%	60%	40%
Editorial Meetings	43%	57%	58%	42%	61%	39%
Repurposing Content	21%	79%	32%	68%	41%	59%

"Combined communications and development staff" are staff who are responsible for both functions within a nonprofit, whereas "Communications staff" and "Development staff" are primarily responsible for one or the other.

CALM not BUSY

CALM not BUSY is a management approach developed by Nonprofit Marketing Guide to help nonprofit communications staff increase their effectiveness. We asked how often teams worked in ways that are **Collaborative, Agile, Logical, and Methodical**.

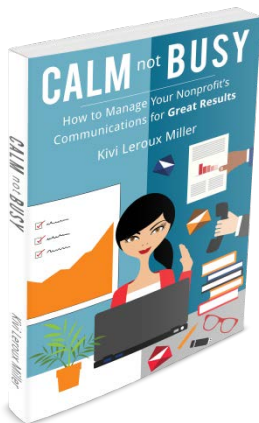
This year's survey shows that being **Logical is the easiest**, with 61% of nonprofits saying their communications, even in its most creative forms, is clear in purpose and backed by reason "very often or always."

Nonprofits struggle most with being Methodical. Only 35% said their communications team follows clear workflow processes and uses tools that improve efficiency "very often or always."

Nearly ¾ of the most effective nonprofits are implementing CALM approaches very often or always. That's true of only about 1/3 of less effective nonprofits. Being CALM can dramatically improve effectiveness!

Development staff are twice as likely to say that CALM is "never or rarely" used at their nonprofits, compared to communications staff.

See the charts on the next page for details.



Kivi Leroux Miller's new book on CALM not BUSY will be available in February 2018.

COLLABORATIVE: Your nonprofit is collaborative in how it creates content and in how communications work supports larger organizational goals.

AGILE: Your nonprofit is nimble, timely, and adaptive as it makes communications choices.

LOGICAL: Your nonprofit's communication work, even in its most creative forms, is clear in purpose and backed by reason.

METHODICAL: Your nonprofit's communications team follows clear workflow processes and uses tools that improve efficiency.

BUSY is being Bogus, Unrealistic, Sidestepping and Yoked.

How Often CALM Practices Are Used at Nonprofits Overall

	Never or Rarely	Sometimes	Very Often or Always
Collaborative	14%	35%	51%
Agile	16%	38%	46%
Logical	9%	30%	61%
Methodical	23%	42%	35%

Comparing How Often CALM Practices Are Used at the Most Effective and Less Effective Nonprofits

	Most Effective (4-5 Star)			Less Effective (1-3 Star)		
	Never or Rarely	Sometimes	Very Often or Always	Never or Rarely	Sometimes	Very Often or Always
Collaborative	5%	21%	74%	20%	42%	38%
Agile	3%	26%	71%	22%	45%	33%
Logical	1%	16%	83%	13%	38%	49%
Methodical	7%	35%	58%	33%	44%	23%

Comparing How Often CALM Practices Are Used According to Staff in Different Positions

	Communications Staff			Combined Communications and Development Staff			Development Staff		
	Never or Rarely	Sometimes	Very Often or Always	Never or Rarely	Sometimes	Very Often or Always	Never or Rarely	Sometimes	Very Often or Always
Collaborative	10%	30%	60%	11%	38%	51%	26%	38%	36%
Agile	12%	33%	55%	16%	38%	46%	25%	42%	33%
Logical	7%	25%	68%	8%	33%	59%	13%	33%	54%
Methodical	17%	40%	43%	23%	43%	34%	32%	40%	28%

"Combined communications and development staff" are staff who are responsible for both functions within a nonprofit, whereas "Communications staff" and "Development staff" are primarily responsible for one or the other.

COMMUNICATIONS SKILLS

At Nonprofit Marketing Guide, we believe communications success comes from a combination of skilled staff and great organizational culture.

For the last few years, we've asked survey participants to rate their **confidence in their overall job skills**. These ratings have remained fairly consistent from year to year.

Fewer than 10% say they "have a lot to learn." A little less than half describe themselves as "comfortable, but want to keep getting better" and a slightly smaller group says they feel "very capable and confident."

More than 90% of nonprofit communications staff say they are comfortable or confident in their job skills.

Confidence in Job Skills Among Communications Staff

	2016	2017	2018
Have a lot to learn and many knowledge and experience gaps to fill.	9%	7%	7%
Comfortable with most of the work, but want to keep getting better.	54%	47%	49%
Very capable, confident, and effective.	37%	46%	44%
CONFIDENCE TOTAL (Comfortable + Very Capable)	91%	93%	93%

Includes data only from Communications Directors and Coordinators. Year of the Trends Report, based on survey in November of the previous year.

To further explore nonprofit communications skill levels, this year we also asked participants to use our **“Knowledge, Proficiency, Mastery” scale** to evaluate themselves on a dozen specific skills. **See the next two pages for details.**

On average, survey participants ranked themselves **most highly skilled** on

- **Creating relevant and engaging messaging**
- **Copywriting**
- **Leading communications decision making**
- **Public speaking**

They ranked themselves as **least skilled** on

- **Graphic design**
- **Photography**
- **Analytics / Measuring performance**

THE SKILL GAP

To get a better sense of **skill gaps between the most effective nonprofits**

and less effective ones, we looked specifically at the percentage of staff who ranked themselves in the **Mastery Zone** (Experts or Authorities on a skill).

Surprisingly, the list was not that different from the overall list of top skills. We found the widest gaps on the following skills:

- **Leading communications decision making** (a 19-point gap in mastery)
- **Creating relevant and engaging messaging** (a 19-point gap in mastery)
- **Copywriting** (a 17-point gap in mastery)
- **Strategic communications planning** (a 15-point gap in mastery)

Some skills, in turns out, are hard for everyone to master, regardless how effective their communications may be overall.

Even at the most effective nonprofits, **less than 15% of staff ranked themselves in the Mastery Zone** for photography, graphic design, and analytics.

Nonprofit communicators feel **LEAST SKILLED** at graphic design, photography and analytics / measuring performance.

Nonprofit communicators feel **MOST SKILLED** at creating relevant and engaging messaging, copywriting, leading communications decision making, and public speaking.

Personal Level of Expertise on Various Communications Skills

From Most Expertise to Least, Using the Weighted Average

	In the Knowledge Zone	In the Proficiency Zone	In the Mastery Zone
Creating Relevant and Engaging Messaging	14%	64%	22%
Copywriting	17%	54%	29%
Leading Communications Decision Making	17%	60%	23%
Public Speaking	20%	60%	20%
Community Engagement and Interaction	19%	64%	17%
Strategic Communications Planning	23%	56%	21%
Social Media Management	20%	65%	15%
Budgeting	24%	58%	18%
Cultural Competency*	24%	60%	16%
Analytics / Measuring Performance	33%	57%	10%
Photography	32%	60%	8%
Graphic Design	39%	51%	10%

*Cultural competency was defined as “effectively communicating with people of different cultures and socio-economic backgrounds.”

Percentage of Staff at the Mastery Level at the Most Effective Nonprofits Compared to Less Effective Nonprofits



THE CULTURE OF COMMUNICATIONS

Organizational culture is also critical to communications success. We looked at three elements of culture: support for professional development, the relationship between communications staff and the executive director, and overall job satisfaction.

In the most effective organizations, 66% say they have received a moderate amount of training or more. That falls to just 56% in less effective organizations.

In the most effective organizations, 39% are satisfied with the level of training received. That drops to 28% in less effective organizations.

As training budgets rise, so does communications effectiveness. The average training budget for an organization is \$1001, excluding organizations that have training budgets of \$0.

66% of survey participants are satisfied or very satisfied in their current positions.

Only 35% of survey participants say their workloads are “just right” with 62% saying it’s too heavy or much too heavy.

27% of communications staff report an exceptional relationship with their executive director. That’s an important indicator for communications effectiveness.

COMMUNICATIONS TRAINING

Effective organizations provide more training than less effective ones.

On average, 60% of survey participants said they received a moderate, a lot, or a great deal of training for their jobs.

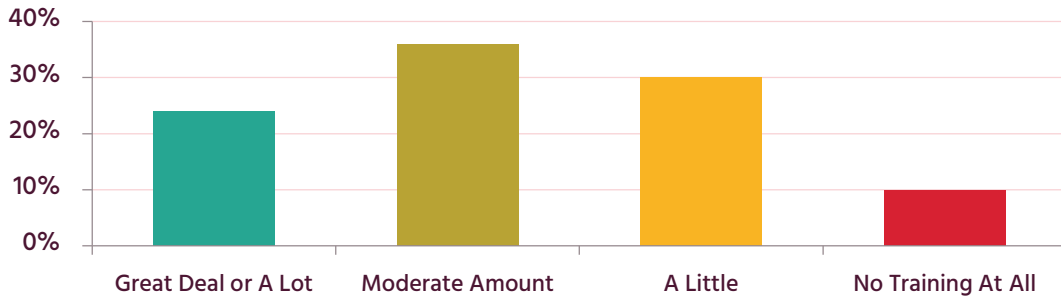
In the most effective organizations, 66% say they have received a moderate amount of training or more. That falls to just 56% in less effective organizations.

About a third of participants are satisfied with their organization's investment in their training.

In the most effective organizations, 39% are satisfied with the level of training received. That drops to 28% in less effective organizations.

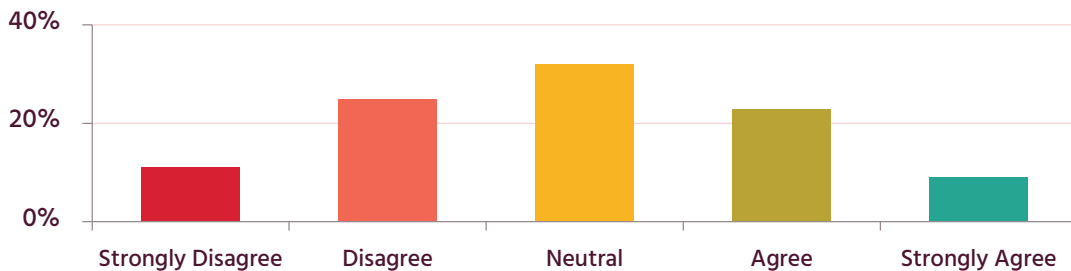
How Much Training Have You Received for Your Job?

(All Survey Participants)



"I am Satisfied with My Organization's Investment in Training."

(All Survey Participants)



TRAINING FORMATS

Nonprofit communicators are getting a combination of online and in-person training.

In the Last Year, What Types of Communications, Marketing or Fundraising Training Did You Participate In?



At Nonprofit Marketing Guide, we host several training webinars a month in addition to more in-depth coaching and mentoring programs.

TRAINING BUDGETS

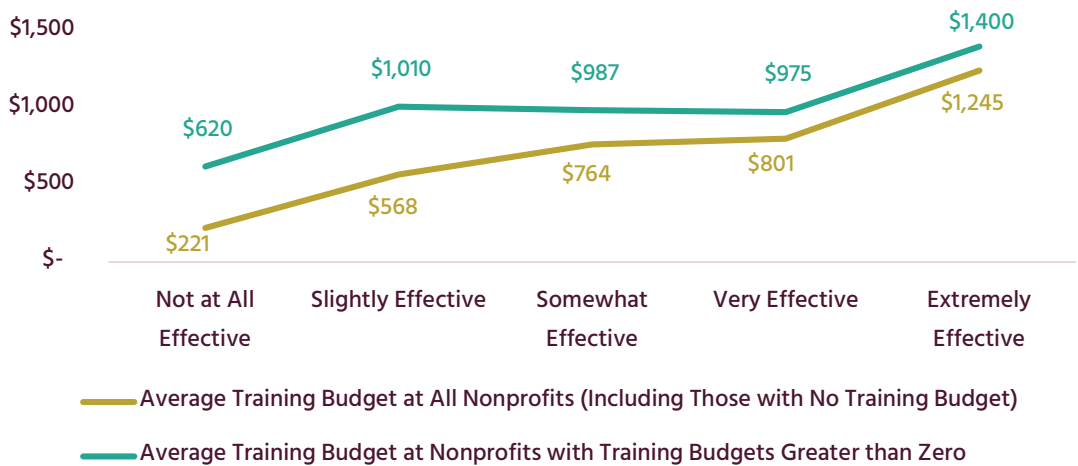
One quarter (24%) of survey participants reported that their nonprofits spend zero dollars on their professional development in a typical year.

17% of staff at the most effective nonprofits reported zero spent on training. That rose to 26% at the least effective nonprofits.

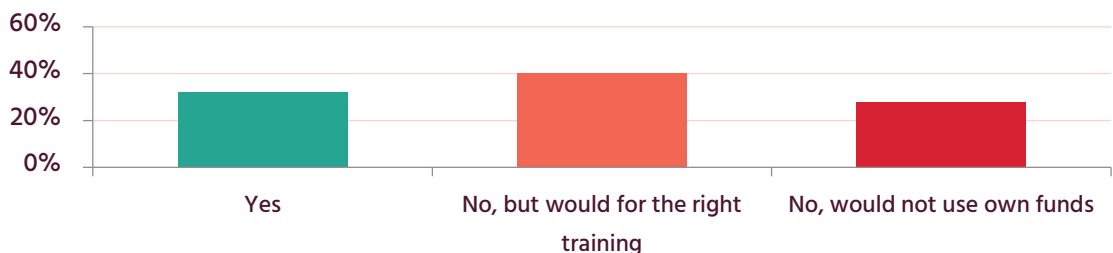
As training budgets rise, so does communications effectiveness.

The average training budget for an organization is \$1001, excluding organizations that have budgets of \$0.

In a Typical Year, How Much Does Your Nonprofit Spend on Training or Conferences for You (\$USD)?



In the Last Year, Did You Pay for Communications or Marketing Training Out of Your Own Pocket?



JOB SATISFACTION

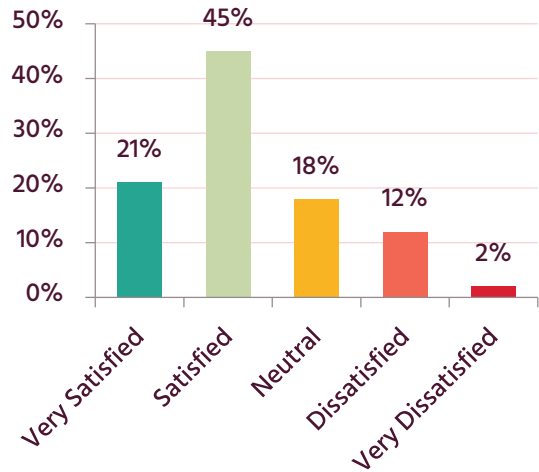
Workload and the relationship with management are closely connected to job satisfaction in all fields, including the nonprofit sector.

66% of survey participants are satisfied or very satisfied in their current positions, which is consistent with previous years.

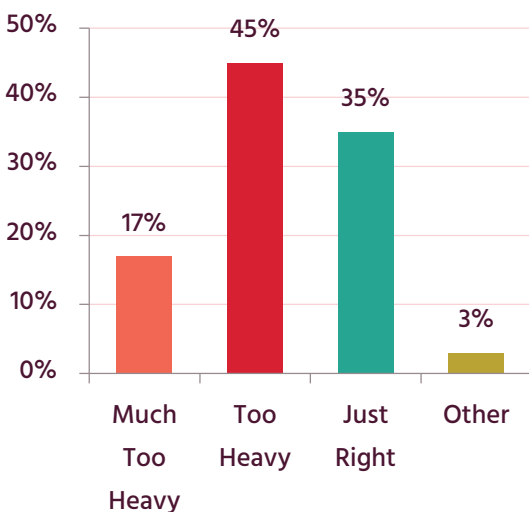
However, **only 35% say their workloads are “just right”** with 62% saying it’s too heavy or much too heavy.

Our previous research tells us that an **exceptional relationship between communications staff and the executive director is extremely important** to communications effectiveness. **27% report an exceptional relationship this year.**

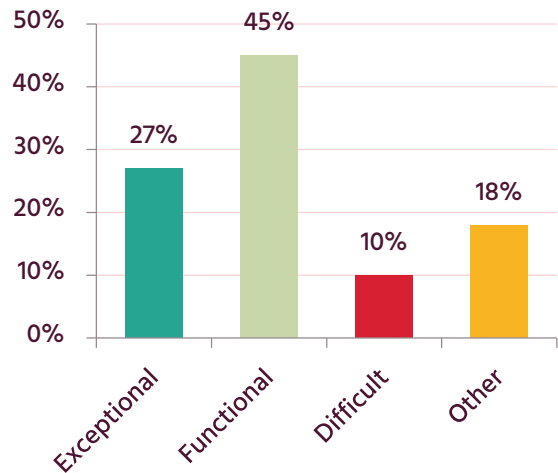
Level of Satisfaction in Current Position



How Would You Describe Your Workload?



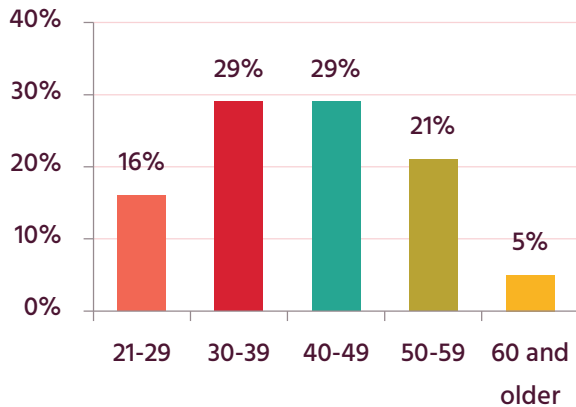
Which Best Describes Your Relationship with Your Executive Director or CEO?



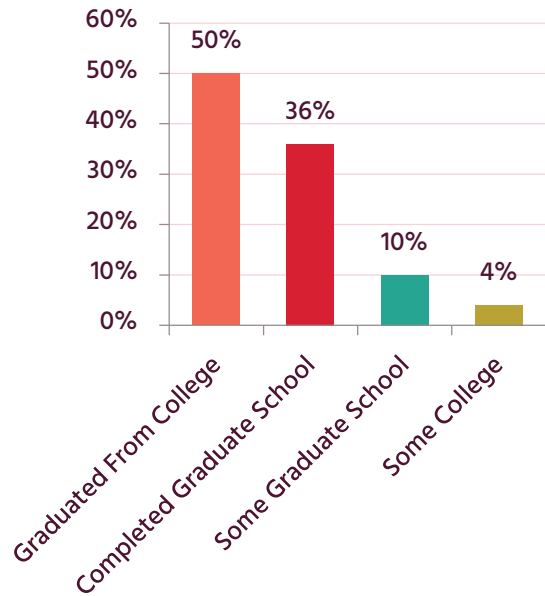
DEMOGRAPHICS

Who's working in nonprofit communications? Here's a quick demographic snapshot of this year's survey participants.

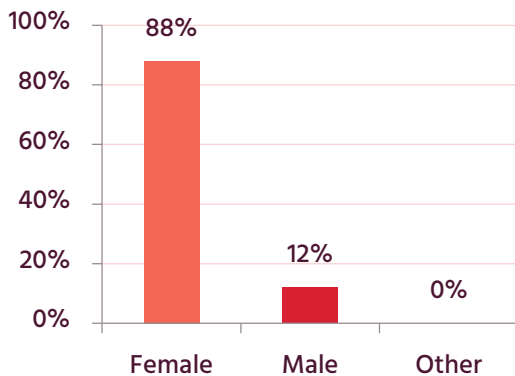
Age



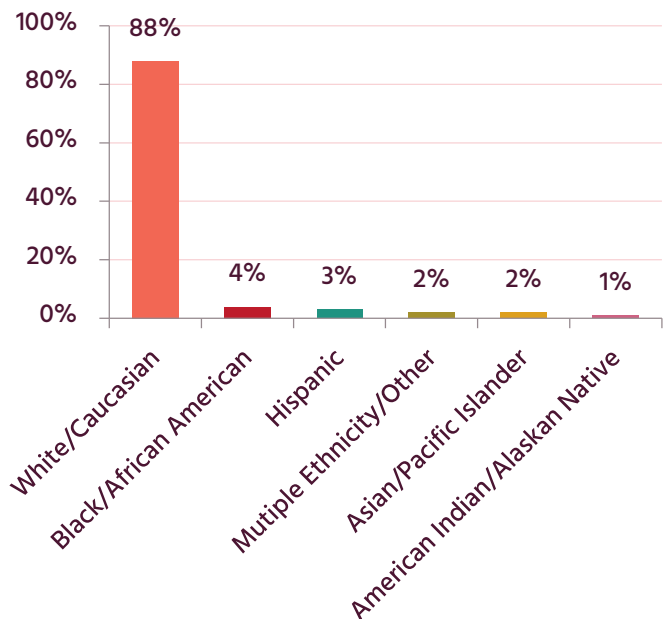
Education Level



Gender



Ethnicity



CHANGES TO MAKE IN 2018

In 2018, nonprofit communicators want to be **more strategic**, taking a "big picture" approach to communications, including **more planning** and targeting. Nonprofits also want to get better at **measuring their effectiveness using analytics**.

Nonprofit communicators are also interested in broadening their content skills with **more storytelling and video**.

To match their desire to be more strategic, nonprofit communicators want to **stop**

reacting to situations as they arise and have **more control** over their communications workloads.

They want to **end the cycle of scrambling to meet last-minute requests** from colleagues and other busy work that keeps them from being strategic.

They also want to spend **less time managing social media**.

What Do You Want to Do MORE of 2018?

Brand Strategic Thinking Writing Graphic Design Audience Targeted Marketing
Story Telling Raise Donors Focus Content outreach
Communications Measuring Planning Volunteers
Video Public Social Media Print Analytics Analysis
Community Email Marketing Blog Board Members Organization

What Do You Want to Do LESS of 2018?

Fundraising Administrative Work Last-minute Busy Work Reacting
Putting out Fires Social Media Chasing Events Management
Projects Print Content Design
Communications Tasks Meetings Board
Planning Wheel Reactive Newsletters Emails Activities Wasting
Program Writing Scrambling

WHAT'S NEXT . . .

This year's Trends Report is the just the start of the data we will release this year to help you create an even more effective nonprofit communications team.

Making the Case for Growing Your Nonprofit's Communications Team

Later this spring, we'll release a report using data from both the 2017 and 2018 Nonprofit Communications Trends Reports to help you make the case for expanding your communications team and growing your budget.

The Five Levels of Nonprofit Marketing Maturity – And How to Level Up

We want to help nonprofit communications staff increase their own expertise and their organization's communications effectiveness at the same time. To help you gauge your progress on both, we've developed a new five-level Nonprofit Marketing Maturity scale. Later this spring, we'll release a guide to each of the five levels, along with training and coaching plans to help you level up.



LEARN THE JOB and LOVE THE JOB

At Nonprofit Marketing Guide, we are devoted to helping nonprofit communications staff like you learn their jobs AND love their jobs!

Daily blog, weekly e-newsletter, and helpful downloads. Free.

A La Carte Training. We host several webinars each month. You can register a la carte to attend only what you need most.

All-Access Training Pass. If you are interested in ongoing, consistent professional development and a community of other communications directors, consider an All-Access Pass. Includes frequent webinars, feedback and fine-tuning sessions, Q & A panels, marketing time-savers, private Facebook community, and other exclusives. Pay annually and save thousands over a la carte pricing.

Nonprofit Marketing Accelerators. Four-week intensive coaching programs where you decide the strategy, do the work, and deliver the goods. New topic each quarter.

Communications Director Mentoring Program. The ultimate six-month professional development program for nonprofit communications directors. January–June and July–December sessions.



ABOUT THE TRENDS SURVEY

This report is based on an online survey by Nonprofit Marketing Guide during November 2017. The survey was administered using SurveyMonkey.com, with additional statistical analysis by MarketSight.com.

Participants were recruited primarily through email and social media requests by Nonprofit Marketing Guide and colleagues in the sector. As such, it is not based on a random probability sample where all members of a population have an equal or known chance of being selected.

The full survey was completed by 1,149 participants, and only completed surveys were used in the analysis.

86% of participants are in the United States, 8% are in Canada, and the remainder are from 29 other countries around the world.

37% have annual budgets under \$1 million, 29% have budgets between \$1 million and \$5 million, and 27% have budgets over \$5 million. The others were unsure.

Participants represent the diverse mission areas of the nonprofit sector: 24% are in Human Services, Housing, Food, Jobs; 15% are in Education; 10% are in Health, Disease, Medical Research; and 10% are in Environment and Animals.

These demographics have changed very little during the eight years we've conducted the survey.

If you'd like to suggest questions for next year's Trend Report Survey, send an email to helpdesk@nonprofitmarketingguide.com with "2019 Trends Survey" in the subject line.