



State of Nonprofits 2023 Health Leadership Conference

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Welcome!

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Florida Nonprofit Alliance

The background features a complex geometric design on the right side, composed of overlapping triangles and polygons in various shades of teal and blue. The design is abstract and modern, extending from the top right towards the bottom right of the page.



FLORIDA
nonprofit
alliance



Mission:

Florida Nonprofit Alliance is the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector.

Website:

www.flnonprofits.org



Pre-pandemic data

Baseline: Scale of the sector

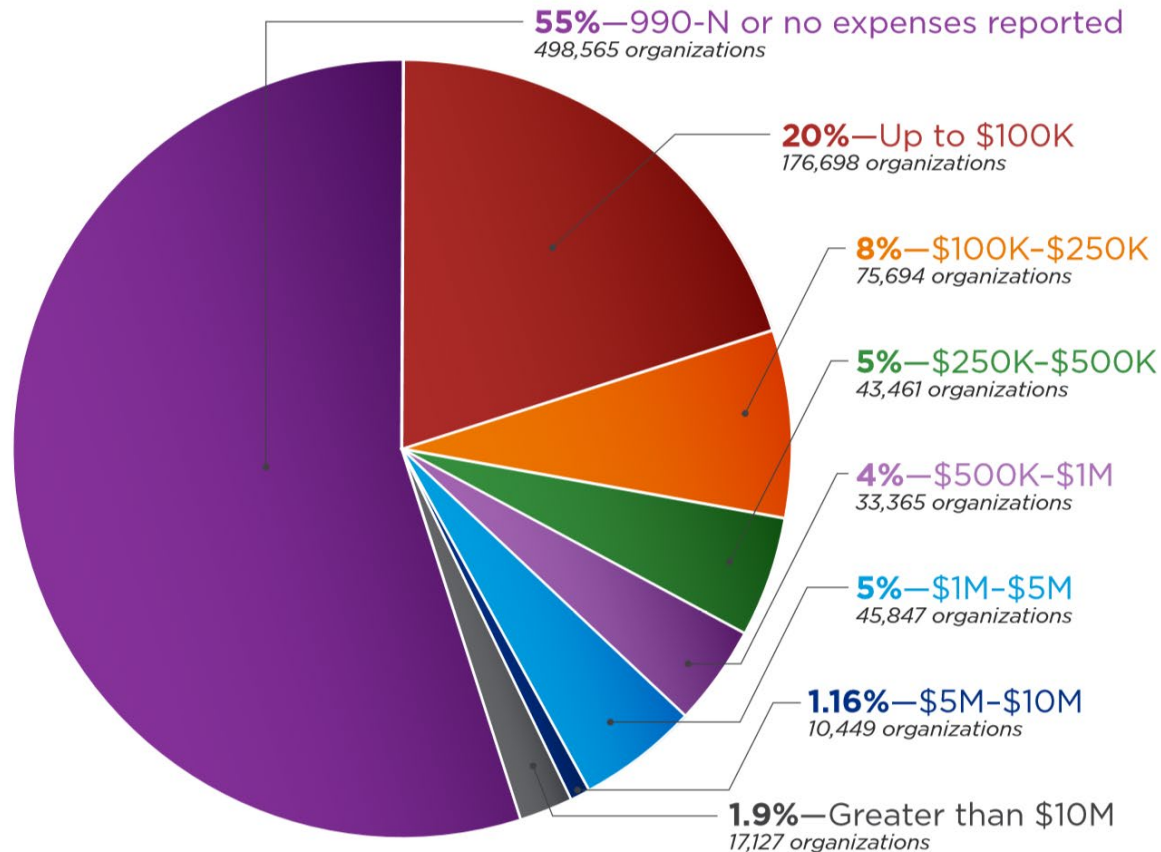


Collectively, nonprofits are the nation's third largest private employer

Adjusting Perspectives: Overview of the Nonprofit Community

501(c)(3) Charitable Nonprofits by Size

(excluding private foundations)



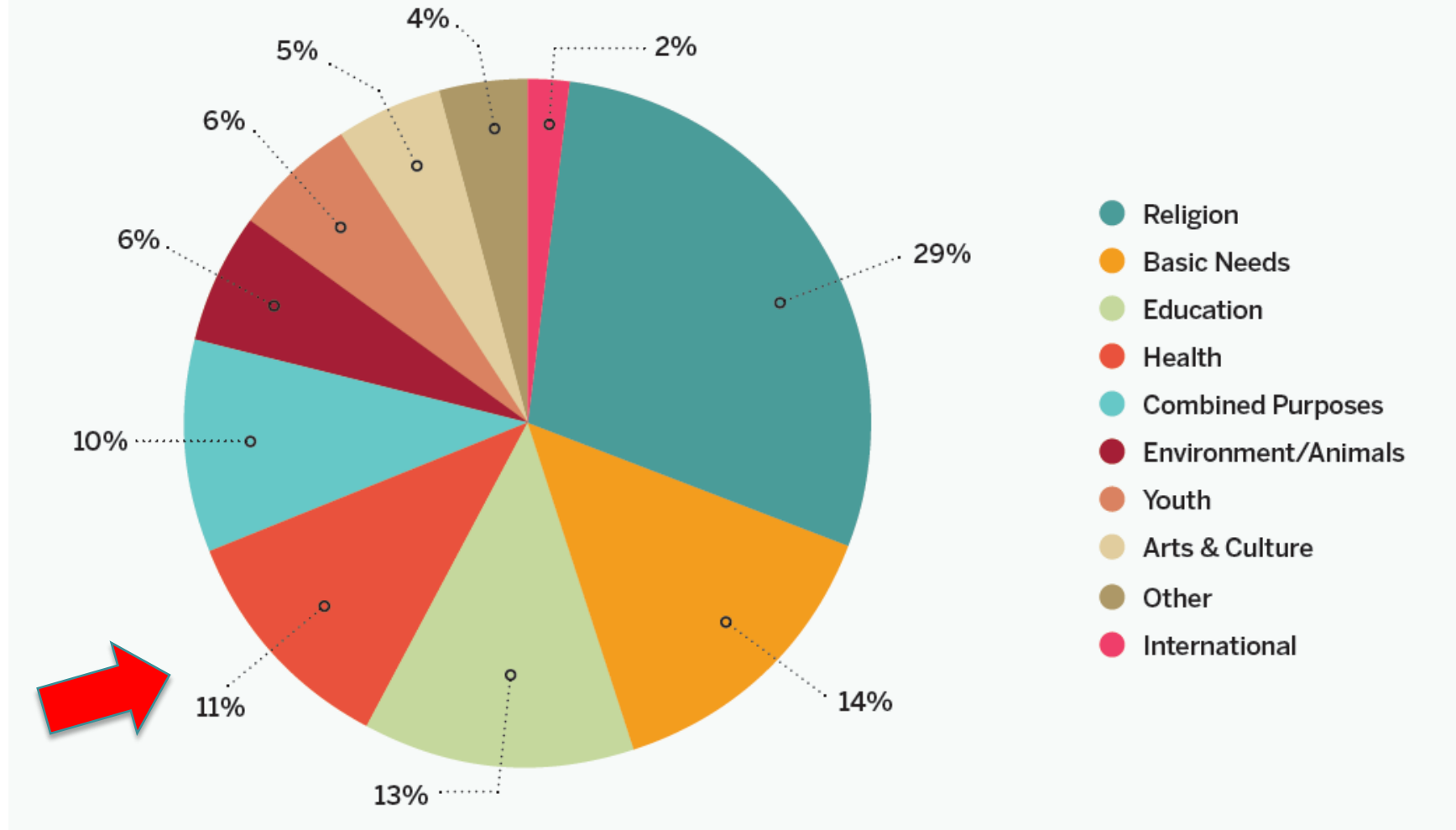
Most charitable nonprofits are relatively small:

- 97% have budgets of less than \$5 million annually
- 92% operate with less than \$1 million per year
- 88% spend less than \$500,000 annually for their work

Fundraising

SECTION 1

Contributions to Florida charities by type of recipient organization



Religious organizations received the largest share of all charitable donations

Why is unrestricted funding important?

- ▶ Nonprofits need unrestricted dollars to address their infrastructure
 - Cybersecurity
 - Technology
 - Innovate
 - Staffing
- ▶ Rural nonprofits need access to build their capacity
 - They have fewer foundations
 - They have fewer donors
 - Their access is limited

Partnerships

- We need to build relationships outside of our silos
- Remote working presents an opportunity to connect with new residents
- We need to share our impact

Donor Profile and Motivations

SECTION 2

Profile of Florida donors

Florida donors are more likely to:



- Be older



- Be married



- Be religious



- Have achieved a higher level of education



- Have higher incomes

Floridians are motivated by compassion

- Donors overwhelmingly reported that altruistic values were the most important factor when making charitable giving decisions
- Social factors were also powerful motivators
- High-net-worth households had some unique motivations

Florida donors who stopped donating did so for some preventable reasons

- A donor's assumption the organization is mismanaging funds
- Organization is spending too much on overhead/fundraising

Florida residents are committed to racial justice giving

- One in 4 Floridians gave to racial justice causes
- There is a significant link between identifying civil rights as one of the top three issues and giving to racial justice
- Unlike other types of giving, neither education nor increased income is not linked to increased likelihood of racial justice giving

Age makes a difference in giving behaviors and motivations

Floridians 65+ were significantly more likely than respondents <40 to:

- Give to formal charities
- Give a larger share of their charitable dollars to organizations based in Florida
- Give because they felt compassion toward people in need
- Indicated that they believe most people can be trusted
- Expressed the concern that organizations spending too much on administration or fundraising

Age makes a difference in giving behaviors and motivations

Floridians <40 were significantly more likely than respondents 65+ to:

- Volunteer
- Give to environment and animal causes
- Expressed the concern that organizations did not recognize or acknowledge their contributions
- Give online, through an app, or through a nonprofit's crowdfunding campaign

Mechanisms for giving: Young donors are far more likely to give online



- 80% of donors reported giving through traditional methods such as cash or check
- 20% of donors only gave through online mechanisms, such as giving through an organization's website or giving to charities through crowdfunding campaigns
- Donors under 40 were significantly more likely than older donors to give through ALL of these online mechanisms



The average tenure of a Director of
Development is **18** months

Points to Consider

- ▶ What adjustments can you make to keep your donors giving?
- ▶ How do you handle questions about overhead?
- ▶ How do you build relationships with donors across your team?
- ▶ Does your organization talk about racial justice as a part of your mission?

Advocacy

SECTION 3

Why Advocacy?

- ▶ Helps your organization:
 - ▶ Meet its mission
 - ▶ Survive and thrive
 - ▶ Create lasting, positive change
- ▶ Helps your community:
 - ▶ Solve and avoid problems
 - ▶ Give citizens a voice
 - ▶ Become more just
- ▶ Helps public policy makers:
 - ▶ Get citizen input
 - ▶ Get information on the social needs in their community

What is Advocacy?

- ▶ Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.
- ▶ Includes:
 - ▶ Education
 - ▶ Research
 - ▶ Grassroots organizing
 - ▶ Nonpartisan voter engagement
 - ▶ Litigation
 - ▶ Coalition building
 - ▶ Nonpartisan analysis, study, or research
 - ▶ Requests for technical advice
 - ▶ Self-defense
 - ▶ Lobbying

All lobbying is advocacy, but not all
advocacy is lobbying.

Your Advocacy Team

- ▶ Your mission
- ▶ Your utmost integrity and reputation
- ▶ Executive Director and Board - decision makers
- ▶ Staff
- ▶ **Board members**
- ▶ Volunteers
- ▶ Clients
- ▶ Donors
- ▶ Partner organizations
- ▶ Anyone who cares about your mission

Board Buy-in

- ▶ Make sure your Board understands the laws
- ▶ Lead the Board in discussions on why advocacy is important for your organization
- ▶ Three critical Board roles:
 - ▶ Strategy
 - ▶ Budget and Resources
 - ▶ Personal Engagement

Building an Advocacy Policy Statement

As an organization, you should discuss, decide, and document:

- ▶ Why is advocacy important to your organization?
- ▶ Why is advocacy important for your mission?
- ▶ What criteria will you use to decide whether or not to get involved/take a position? Who decides?
- ▶ What expectations do you have for people advocating on your behalf?
- ▶ How will you proactively monitor relevant legislation?
- ▶ What will you not do?

- ▶ Samples:
 - ▶ [CLPI Road Map to Advocacy](#)
 - ▶ [The Arc](#)
 - ▶ [FNA](#)

Points to Consider

- ▶ Have you prioritized this discussion for 2023 with your Board of directions?
- ▶ Does your board understand advocacy?

Staff & Volunteers

SECTION 4

Volunteering Concerns

- ▶ Volunteering dropped even more because of the pandemic
- ▶ 41% of organizations say it is a resource of which they need more.
- ▶ Avoiding burnout of current volunteers and finding new ones, while also providing different types of volunteer experiences, is something nonprofits struggle with.

Staff

- ▶ The nonprofit sector is also experiencing staffing challenges.
 - ▶ 27% are having trouble filling open staff positions,
 - ▶ 25% are experiencing voluntary staff turnover, and the mental health effects on staff remains high.
 - ▶ Some organizations have raised salaries and/or increased benefits, but not all organizations have the resources to do so.

Leadership

- ▶ The pipeline for leadership in the sector needs attention – approximately 1/3 of current CEOs will have left their jobs by 2025.
- ▶ Does your organization have a succession plan?
- ▶ Is your board thinking about this?

Points to Consider

- Are your policies and procedures up to date as a result of the pandemic?
- Do you conduct a compensation review?
- Have you surveyed your team to see what benefits are important to them?
- How are you re-imagining your volunteer programs?

Questions?



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Connect with us or your
State Association!

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Thank you!