

Rural Nonprofits: Staying ahead of the curve

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Kristen Merrifield
CEO, Alliance of Arizona
Nonprofits

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The Rising Tide of Corporate and Individual Expectations

1

Charities face a rising tide of expectations from corporate and employee donors

2

Digital culture and a networked world are transforming the way charitable organizations operate

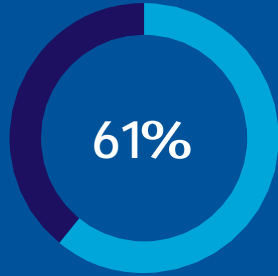
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Engagement is the new standard

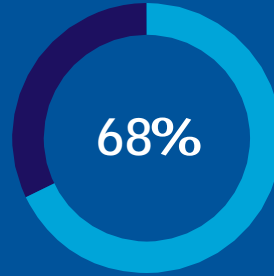
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Developing and maintaining corporate partnerships is challenging for nonprofit organizations

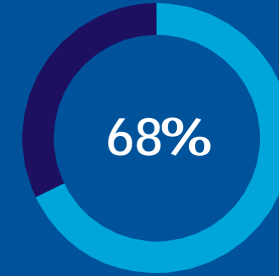
Nonprofits respond to demands for greater accountability



Nonprofit respondents who believe their corporate partners and individual donors expect greater accountability regarding impact and results measurement



Survey respondents who revealed that the digital culture is driving the demand to demonstrate impact



Survey respondents who believe that operating in a digital culture requires them to be more transparent with donors and stakeholders

Source: America's Charities, 2014

Communication Strategy Changes



92%

Use social media to communicate with key constituencies



89%

Increase delivery of stories and narratives with emphasis on results and outcomes



66%

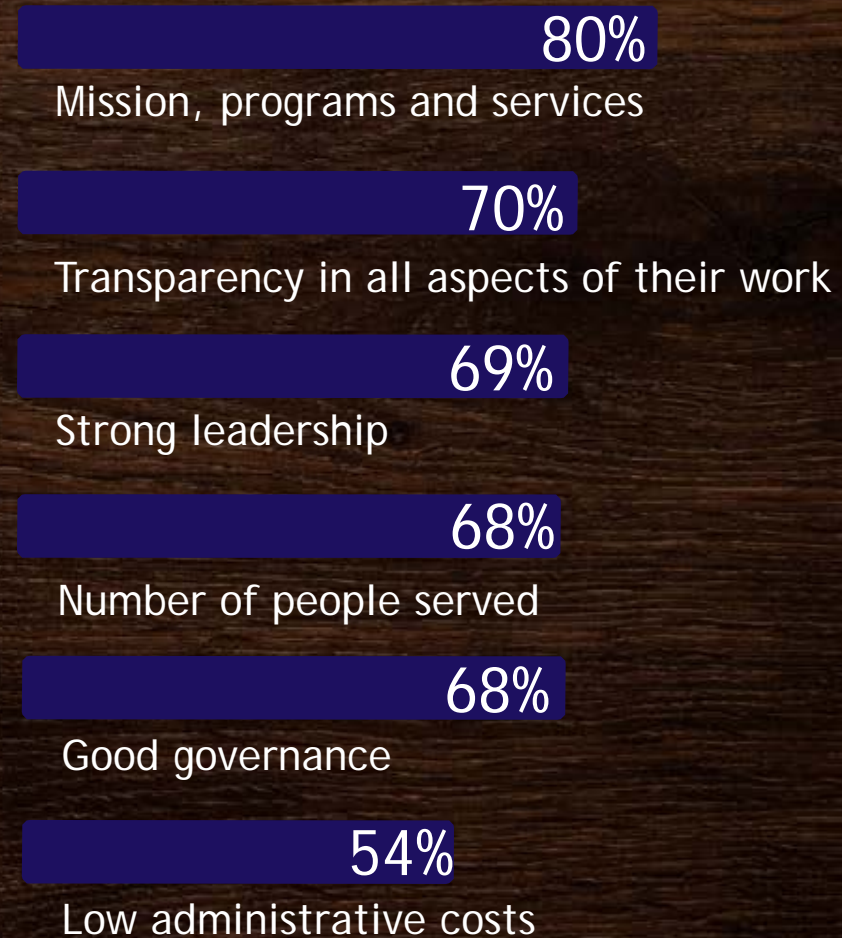
Feature more data and statistics in their annual reports

Source: America's Charities, 2014

Impact & Outcomes

Focus on your mission, programs and services

Important Factors to Communicate Impact and Outcomes



Source: America's Charities, 2014

Transparency

Report on stewardship of your mission, programs and services

Important Factors to Show Transparency

67%

Reporting on stewardship of mission, programs, and services

53%

Delivering financial and other key information on your website

52%

Posting tax returns and other financial information for easy review

48%

Detailing staff and volunteer activities designed to achieve the mission

21%

Disclosing salary information

Source: America's Charities, 2014

Governance and High Standards

Publicly accessible
bylaws

Board review and
approval of IRS 990

Formal rules to
guide organization

Independent Audit
Committee

Conflict of
Interest Policies

Written code of
ethics

Transparency of
Board Meetings

Accountability and
transparency

Growth of Charity Validators



Key Insights

- Look beyond single performance indicators
- Debunk the overhead myth
- Leverage charity validators
- Don't just communicate, demonstrate
- Tap into corporate pro-bono

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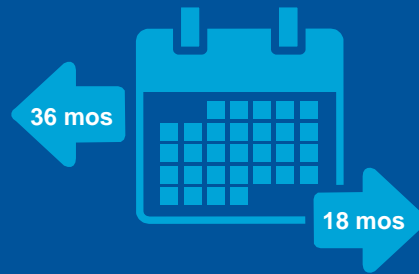
Nonprofits and Companies Live in Parallel Universes

Technology's Impact is Accelerating

Technology is Changing,
and Changing Faster

90%

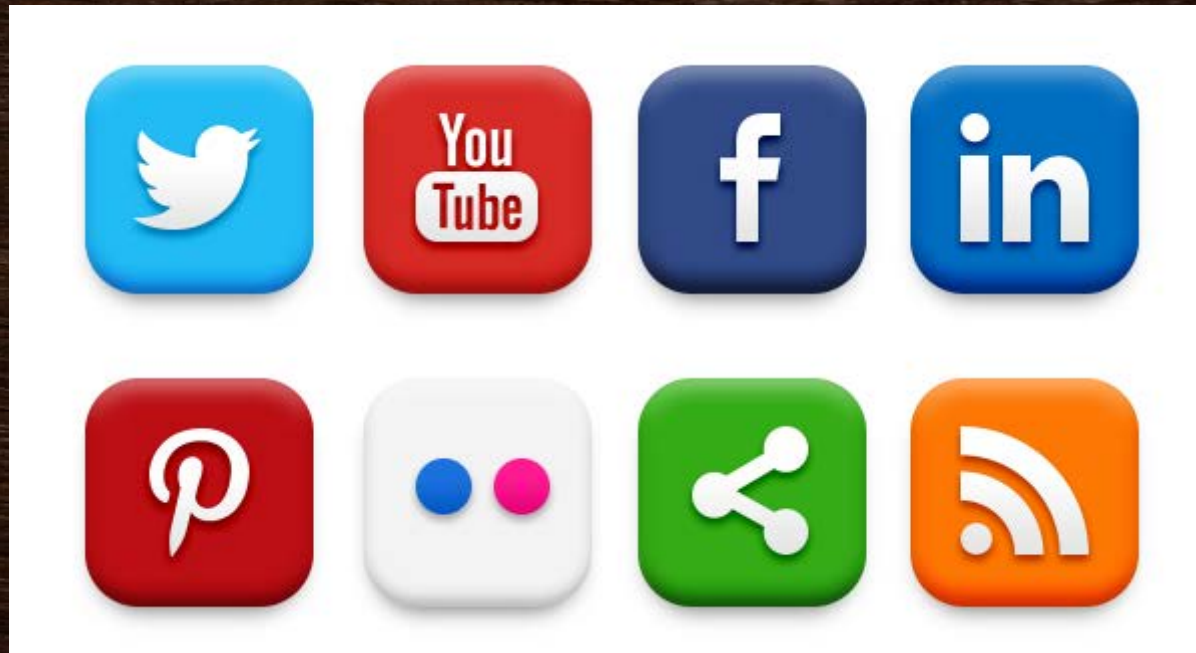
Report that their use
of technology has
changed in last 36
months



80%

Expect technology to
change in next 18
months.

Social Media's Influence is Growing



The Parallel Universe

What Companies Say

85% Use technology to provide information to employees

50% Use technology to connect employees with reputable nonprofit organizations

50% Use social media internally as part of workplace giving program

What Nonprofits Say

85% Digital culture allows them to reach a broader group of volunteers and donors

94% Indicate they make information more readily available using digital media

94% Of young professionals expect the nonprofit to use social media to interact and engage with them

Key Insights

- Resources required
- Limited direct access requires creativity
- Work together with corporate partners to leverage social networks
- Technology is a tool, not an answer

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Engagement is the New
Standard

Engagement is the New Standard

- Nonprofits value the **new model of engagement**
- Companies increasingly look to nonprofit organizations to **engage with their employees**
- Nonprofits place a high value on **corporate giving and grants**
- Corporate **matching gift programs** are increasingly important
- Workplace giving and employee engagement strategies are growth areas

Nonprofits value the new model

	Companies	Nonprofits
Year-Round Giving Companies are moving to year-round engagement; nonprofits also value this option	50%	77%
Volunteer Opportunities Employees expect their employers to support volunteerism; charities see an increase in requests	68%	50%
Payroll Contributions This option is key for companies and valued by nonprofits	80%	66%
Matching Gifts Employers and nonprofits value matching gifts	70%	80%

Source: America's Charities, 2014

Growth Areas

Workplace giving and employee engagement strategies

How Nonprofits View Workplace Giving

49% Identify workplace giving as a growth strategy

50% Have an active workplace giving component

60% Say workplace revenue is remaining steady or increasing

Key Insights

- Payroll contributions a serious contender
- Stand out from the crowd
- Demonstrate transparency, accountability and impact
- Leverage matching gifts and grants
- Foster internal champions

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Greatest Challenges in Building and Sustaining Corporate- Nonprofit Relationships

Overcoming the Big Three

Challenges

- Operating with limited staff and volunteers to focus on corporate opportunities
- Sustaining relationships as companies become more strategic
- Communicating impact effectively to corporate, institutional and individual donors

Opportunities

- Engaging a wider audience of fans, volunteers and champions
- Deepening relationships with individuals and inside the organization
- Look beyond the single performance indicator and remember to tell your story

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Opportunity to Engage

Arizona Gives Day

Create public awareness and financial support



- Hundreds of nonprofits united across Arizona for a single day of online giving
- 2015 Stats:
 - Total raised: \$2.05 million
 - 48% increase from 2014
 - Total donors: 17,260
 - Total nonprofits: 573
 - Average raised per nonprofit: \$3,160
 - 158% increase from 2014
 - Average donation size; \$86
- Normally held the first Tuesday in April

New donors and dollars



- Nonprofits are bringing in new donors and dollars through Arizona Gives Day.
- 78% of donors stated Arizona Gives Day prompted them to give a gift they wouldn't have otherwise given.
- 36% of donors gave to nonprofit for the first time on Arizona Gives Day.
- Provides a unique opportunity for corporate matching gifts

Visit azgives.org for more information.

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Questions