



**NONPROFIT SALARIES and  
STAFFING TRENDS REPORT**

*For Greater New York City Area  
NonProfits & Associations*



*PNP believes in the  
power of nonprofits  
to make a difference  
in people's lives.*



Media Partner,



[www.pnpstaffinggroup.com](http://www.pnpstaffinggroup.com)

NEW YORK  
212.546.9091

NEWARK  
973.799.8555

PHILADELPHIA  
267.534.2329

BALTIMORE  
443.759.3209

WASHINGTON DC  
202.719.9600



## 2018 NONPROFIT SALARIES and STAFFING TRENDS

### *Summary & Key Findings for Greater New York City Area*

#### Decreased Supply vs. Growing Demand

PNP's annual survey of salaries and trends in New York City Area nonprofits and associations, conducted in September 2017, shows a very ambitious and confident hiring and compensation outlook for 2018.

Fueled by expansion and growth in the sector over the last few years, this confidence is combined with an awareness of the challenges facing organizations in finding talent to fill increasing staff needs and the demands of growth.

Despite political and economic turbulence throughout 2017, the nonprofit sector continues to experience and to reflect the strong demand for the services offered by varied organizations in the arts, education, healthcare, human and social services, foundations, and environmental initiatives.

This year's survey clearly reflects confidence that funding and public support for nonprofit institutions – at an all-time high in 2017 – will continue to be solid. This optimism is not expressed as wishful thinking, but rather by the numbers reported by organizations in the sector.

At the time of this survey, the U.S. unemployment rate was at a low of 4%, with the Bureau of Labor Statistics reporting that demand for workers exceeded supply, particularly in the service sector. Coupled with the shift from one generation of managers to another (Baby Boomers to Millennials) the competition for experienced talent has hit an all-time high.

Our Report reflects both the optimism and the challenges of staffing in the nonprofit sector going into 2018, particularly in finding, hiring, and managing top talent.

*Thank you to our partners for this year's Report: **TopNonprofits, Cerini & Associates, Plan A Advisors, Nonprofit 990, and LAPA.** Their support and commitment to organizations, individually and alongside PNP, has expanded services, resources, and capabilities available to nonprofits throughout the sector.*

#### Key Findings in This Year's NYC Survey

- 84% of organizations gave salary increases to staff in 2017. In general, a larger percentage of these increases went to senior executives, somewhat mirroring corporate America.
- 24% of nonprofits increased benefits to staff in 2017 – health insurance included.
- 40% gave merit/performance-based salary increases in 2017, a higher number than in any previous year.
- 71%, a significant number of nonprofits, plan to give at least cost-of-living salary increases in 2018.
- 49%, almost half of NYC area nonprofits, are considering giving merit /performance-based salary increases in 2018 in addition to cost-of-living increases.
- 65% of organizations reported encountering a “skills gap” in recruiting their workforce.
- 59% reported concerns about their organization's lack of training and professional development offerings to counter their staff's lack-of-skills.
- 55% noted that program development will be their number one reason for hiring in 2018.
- 22% cited turnover and retirement as a reason for hiring new staff in 2017, but 43% of organizations are citing turnover and retirement as a reason for hiring new staff, second only to program expansion, in 2018.
- 60% of respondents noted that more than 50% of their organization's senior management positions are filled by women. Human and Social Services nonprofits lead the way.
- 54% of organizations report having Millennials in senior leadership positions.
- 63% of nonprofits report now offering flexible schedules for staff, primarily because of the push for “flex-time” from Millennials.

## 2018 NONPROFIT SALARIES and STAFFING TRENDS

### Summary & Key Findings for Greater New York City Area

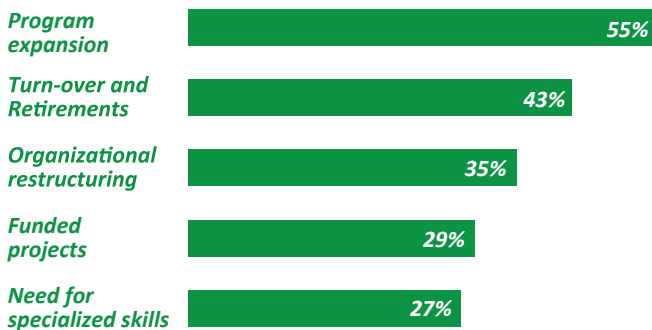
#### Projections and Trends for 2018

The importance of effective recruitment and retention is clearly reflected throughout all responses to this year's survey. Talent management is a top priority and begins with successfully attracting and keeping good staff.

For the second year in a row, program growth is the primary reason given for anticipated staff increases in 2018. This year, over 43% cited turnover and replacing retirees as an additional reason for new hires in 2018 – second only to program expansion.

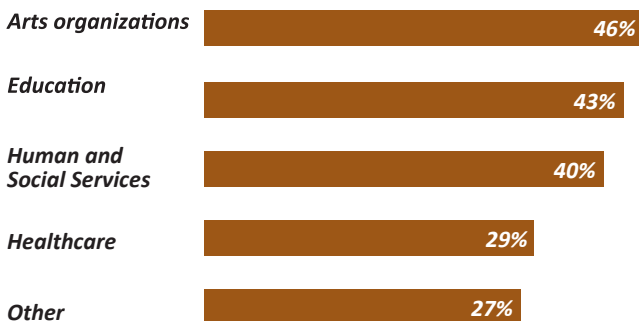
Nonprofits are definitively in prime “Baby Boomer” years, and are confronting staffing needs and changes accordingly. Baby Boomers born in 1953 will turn 65 in 2018. The accelerating need to replace retirees is a trend evidenced in our survey and one that will continue to be consequential for the sector.

#### Primary Reasons for Projected Hiring in 2018



The impact of retirements affects various nonprofit sectors differently.

#### Plan to Replace Retirees in 2018



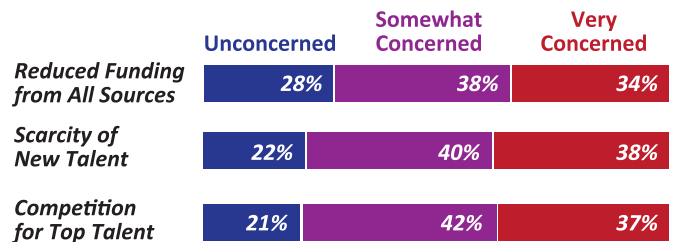
#### Talent Management Outlook for 2018

This year's survey reflects a positive and aggressive hiring outlook for NYC area nonprofits. 80% of respondents noted that they plan to recruit new staff in 2018, as compared to 57% who reported that they added staff in 2017.

The reasons given for hiring in 2018 are about equally divided between nonprofits who plan to add staff in order to expand (39%) and those who plan to find replacements for vacant positions, particularly retirees (43%).

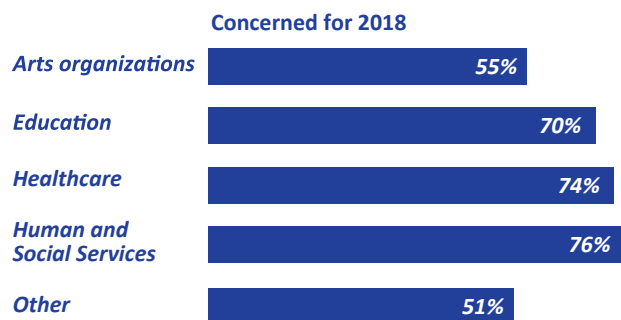
The major issues seen by nonprofits that impact hiring and compensation have remained fairly constant, with concern about scarcity of talent and increased competition, from both for-profits and non-profits, having more impact than in the past.

#### Principal Concerns Affecting Staffing & Hiring Plans



Talent acquisition concerns are reflected differently in different parts of the sector.

#### Concern about Success in Recruiting New Talent



## NEW YORK CITY AREA FINDINGS AND TRENDS

### Candidates & the Marketplace

All issues and challenges in strategic planning for nonprofits revolve around the importance of recruiting and keeping good people who can successfully deliver services and mission. We asked, “When hiring, would you be more likely to

- Pay more than budgeted for a highly experienced performer, a ‘super star;’ or
- Go for a less experienced but solid ‘worker bee’ well within budget”

62% noted that they would try to stretch their organization’s budget to hire a more experienced, high performance employee, while 38% noted that they would stay within budget and hire a competent worker with less experience.

Increasingly, the value of more experience and high performance is preferable to nonprofit managers.

Nonprofits are finding new and more fully defined ways to attract exceptional candidates in a competitive market, even those candidates who may be beyond their salary ranges.

From highlighting the value of the organization’s mission to highlighting the prestige of the organization itself, a wide range of nonprofits noted that they were successful in 2017 in hiring a candidate who, at first, wanted more than they could pay but then came on board for less. Yet, 24% of respondents said they do not try to attract nor make offers to candidates whose expectations exceed the organization’s pre-set salary limits.



TopNonprofits is the online resource for the modern nonprofit professional. Over 3 million executives visited the website last year to access the best-of-the-best awards list, blog posts, podcasts, webinars and more, all produced by industry experts and thought-leaders.

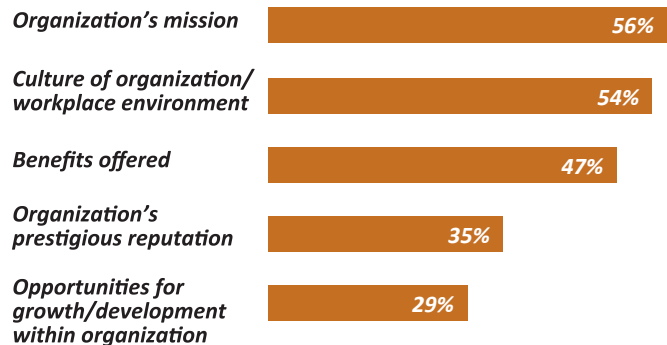
### Effective Recruiting

In 2017, 64% of nonprofits report the experience of having at least one candidate decline their best offer, and go elsewhere.

A remarkable 36% report that they made an offer, the candidate accepted, and then withdrew prior to the start date. And 33% had a candidate accept, start on the job, but then resign within the first three months of employment.

This trend in hiring, reflecting a marketplace that is “candidate-driven”, will continue to be challenging and a matter of concern to nonprofits and to PNP. More than ever, to attract the staff you want and need, nonprofits must understand how to compete effectively for talent. The following chart reflects what candidates in the marketplace consider important when looking at an organization.

#### Critical Recruiting/Hiring Strategies



### Talent Management

**33%** of managers often lose a talented candidate over a small difference in salary offered and salary expected.

**30%** of the time, when a candidate turns down a job, it is because an organization reduces its salary offer during the hiring process.

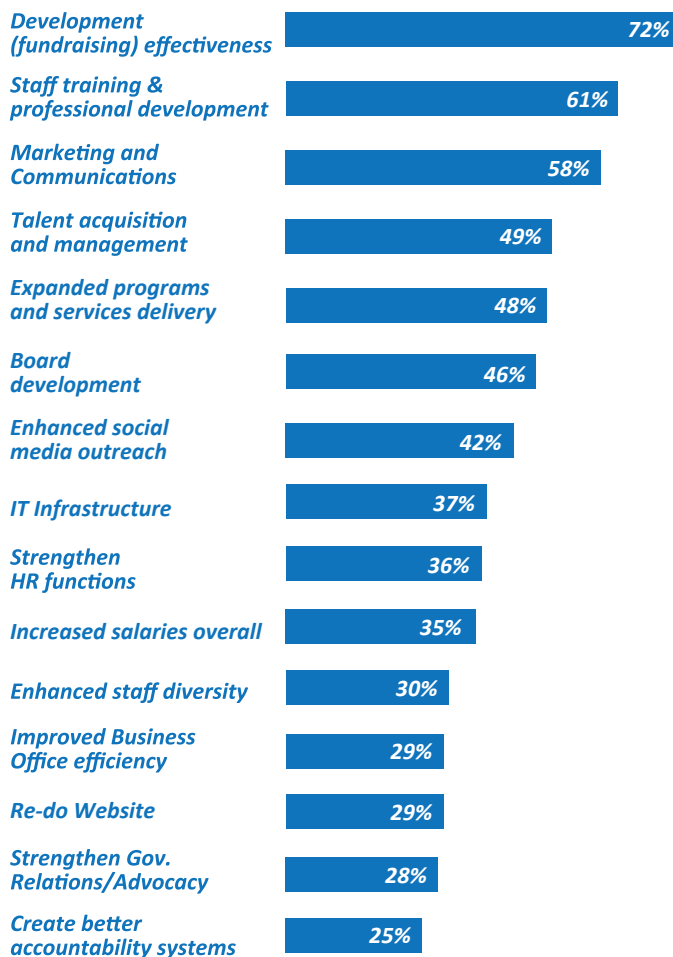
**20%** of the time, an organization loses a candidate of choice because they hesitate too long to make an offer.

## NEW YORK CITY AREA FINDINGS AND TRENDS

### Where Nonprofits Are Going

As always, hiring priorities tend to be in the program and fundraising areas. Staff training and professional development has moved into second place on the priority list, with improved marketing and communications receiving greater attention than in previous surveys. These priorities reflect the continuing needs of nonprofits:

#### Organizational Priorities in 2018



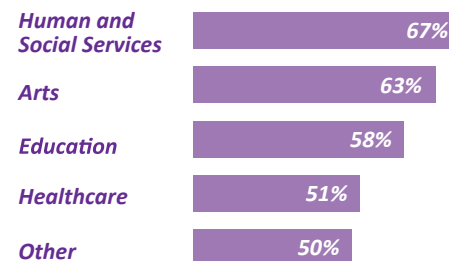
### Changes in Leadership

A significant finding in this year's survey is that, more than ever, senior executive management positions in nonprofits are being filled by women.

60% of respondents noted that in 2017 women filled more than 50% of their organization's senior management positions, including CEO, CFO, COO – a substantial increase from year 2016.

An additional 29% of respondents reported that more than one-third of their senior executive positions are now filled by women. Overall, more than 89% of nonprofits have substantial numbers of women in leadership positions. Human and Social Services organizations lead the way.

#### Sectors where more than 50% of Executive Positions Filled by Women



In addition, our survey also showed that the growing presence of Millennials in leadership roles in organizations is bringing incremental benefits of new vitality, energy, and innovation in nonprofit management. 54% of organizations report now having Millennials in senior leadership positions.

Changes in leadership and management in the sector are reflected in the proliferation of new titles:

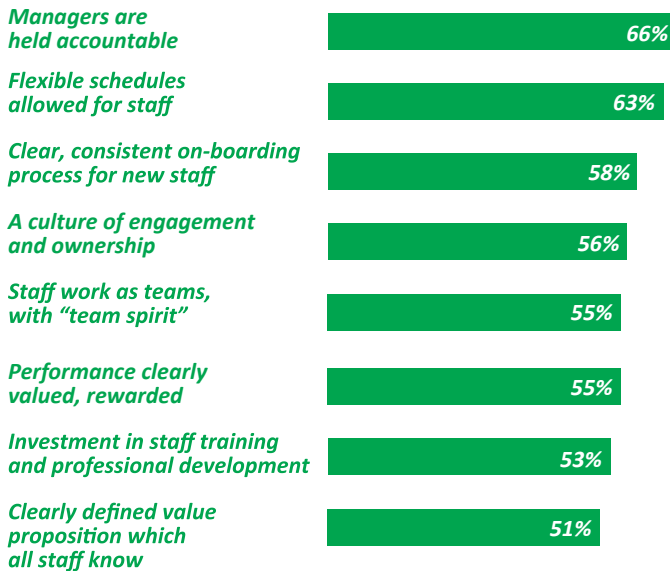


## NEW YORK CITY AREA FINDINGS AND TRENDS

### Essential Best Practices

Looking at all factors, and taken together with salaries, that make nonprofits successful in finding and keeping talented staff in a competitive market, “best practices” is key. The evidence from our 2017 survey is that several elements are considered essential both by candidates and by employers in making an organization a “go to” place to work:

#### Characteristics of Nonprofits Successful in Attracting Talent



These practices represent the most effective and compelling ways to compete in the marketplace for talent in the years ahead. Despite turbulent economic times and competition for both funding and talent, those organizations that find ways to make their place of work productive, supportive, enjoyable, teaching-and-learning environments, will be leaders in the sector in 2018.



Visit TopNonprofits as they launch additional resources and services for nonprofits in local, national and international communities. Sign up for their newsletter [here](#).

### HOW TO USE THIS REPORT

More than 1,500 organizations, a record number of nonprofits, responded to our salary survey questionnaire this year. Covering most of the key positions critical to the management of a non-profit or association, our Salary Report gives you the information you need to be able to compete effectively for talent in the marketplace.

Salaries for 44 positions are listed for five different organizational budget sizes. Salary extremes are removed and the median salary is noted for each position. We then extend out from that median to include 20% of salaries above and 20% of salaries below, creating a fairly broad 40 percentile range.

If your organization is paying below the salary range listed for a position in your budget category, or for a similar position in your budget category, it means that 70% of nonprofits in your area are paying a higher salary to fill that position than you are, putting you at risk of not being able to recruit and retain staff in a competitive market.

### ABOUT US

PNP STAFFING GROUP was founded in 1996, as Professionals for Nonprofits, to provide staffing services exclusively to the nonprofit, association, and social good sector.

PNP offers a single place for all your staffing needs in all the professional areas you need to fill. We are proud of proven results for hundreds of nonprofits while working smartly and efficiently within our clients’ budgets. We believe in the power of nonprofits to make a difference in peoples’ lives and we provide the staff to help make that difference.

**Please call us at 212-546-9091 when you need any of these services:**

**Temp Staff**

**Temp-To-Hire**

**Interim Professionals**

**Consultants & Consulting Services**

**Direct Hire Search**

**Executive Search – contingency & retained**

**Payrolling Services**

**HR Outsourcing**

## NEW YORK CITY AREA SALARY RANGES

POSITIONS	BUDGET SIZES AND 2017 SALARIES				
<b>Management</b>	<b>\$2M - 5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
CEO/President	140-170K	180-220K	220-270K	270-320K	330-400K
Executive Vice President	NA	130-170K	170-210K	220-260K	260-300K
Executive Director	110-140K	130-170K	180-230K	230-270K	275-310K
Chief Operating Officer	90-120K	120-160K	160-180K	190-230K	230-280K
<b>Finance</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
CFO/VP Finance	100-120K	130 -170K	160-180K	180-220K	230-280K
Director of Finance	80-100K	110-130K	120-140K	140-180K	180-220K
Controller	70-80K	80-90K	90-100K	100-130K	140-160K
Staff Accountant	60-70K	70-80K	70-80K	80-90K	80-100K
Bookkeeper	40-50K	50-60K	55-70K	60-70K	65-80K
<b>Fundraising</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
VP/Chief Development Officer	100-120K	120-160K	150-180K	180-220K	220-270K
Director of Development	80-100K	100-120K	120-150K	150-190K	190-230K
Director of Major Gifts	NA	90-100K	100-120K	110-140K	130-160K
Director of Foundation/Corporate Relations	NA	80-90K	90-100K	100-120K	120-140K
Director of Special Events	60-70K	70-80K	80-90K	80-90K	90-100K
Grants Writer	50-60K	60-70K	60-70K	70-80K	80-90K
Development Associate	50-60K	60-70K	60-70K	60-70K	70-80K
Development Assistant	40-50K	40-50K	40-50K	40-50K	45-60K
<b>Marketing &amp; Communications</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
VP of Marketing/Communications	90-110K	110-120K	110-140K	140-170K	180-220K
Director Marketing/Communications	70-80K	80-90K	90-110K	100-120K	100-130K
Director of Advocacy/Gov. Relations	NA	100-110K	100-110K	110-120K	120-140K
Marketing/Communications Associate	40-50K	50-60K	60-70K	60-80K	60-80K
Social Media Professional	NA	50-60K	50-60K	60-70K	60-75K
<b>Membership</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
Director of Membership	75-85K	80-100K	100-120K	110-130K	120-170K
Director of Meetings	70-80K	80-90K	80-90K	90-100K	100-120K
Membership Coordinator	50-60K	50-60K	55-65K	60-70K	60-70K
Meetings Coordinator	40-50K	50-60K	50-60K	50-60K	70-80K
Director of Components	60-70K	60-70K	65-75K	65-75K	65-75K
Components Associate	35-40K	40-50K	40-50K	40-50K	40-55K
<b>Programs &amp; Education</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
VP of Programs/Education	90-100K	110-120K	120-150K	140-180K	170-200K
Director of Programs/Education	70-80K	80-90K	90-120K	120-140K	150-170K
Programs/Education Associate	40-50K	50-60K	60-70K	70-80K	75-90K
Programs/Education Assistant	35-40K	40-50K	40-50K	40-50K	50-60K
<b>Human Resources</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
VP/Director HR	80-100K	100-120K	110-130K	120-150K	150-190K
HR Manager	60-70K	70-80K	70-85K	80-100K	90-110K
Benefits Manager	50-60K	60-70K	60-70K	65-80K	80-100K
HR Associate	40-50K	40-50K	40-50K	50-60K	50-60K
<b>Technology</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
VP/Director of IT	90-100K	100-120K	120-140K	130-170K	160-200K
Network Administrator	60-70K	60-70K	70-80K	80-100K	90-120K
Database Manager	50-60K	60-70K	60-70K	70-85K	80-100K
Website Manager	40-50K	50-70K	60-70K	70-85K	80-100K
<b>Administration</b>	<b>\$2M - \$5M</b>	<b>\$5.1M - 10M</b>	<b>\$10.1M - 20M</b>	<b>\$20.1M - 50M</b>	<b>over \$50M</b>
Executive Assistant	40-50K	50-60K	60-70K	70-80K	75-90K
Administrative Assistant	35-40K	40-50K	40-55K	50-60K	60-80K
Office Manager	40-50K	50-60K	50-60K	60-70K	60-70K
Receptionist	35-40K	40-50K	40-50K	40-50K	50-60K



**LAPA**

"WE SEEK TO POSITIVELY CHANGE THE WAY NONPROFIT EXECUTIVES AND THEIR BOARDS THINK ABOUT FUNDRAISING"

Laurence A. Pagnoni  
*Chairman, LAPA Fundraising*

The Art & Science of Nonprofit Fundraising

Sign up for our INFO\* blog today for *Insider News on Fundraising for your Organization*  
[www.lapafundraising.com](http://www.lapafundraising.com) | Phone: (212) 932-9008

**WHAT MAKES PNP Different**

- Local expertise with a global reach
- Serves nonprofits and associations exclusively
- Understands unique needs of sector
- Offers single source for all staffing needs of any organization
- Recruits hidden candidates and the top 10% of performers
- Finds candidates with passion & commitment to fit your organizational culture
- 30,000 nonprofit & association candidates in PNP database
- Oversees process that is efficient, fast and results driven
- Proud of an 80% referral rate from satisfied clients
- Customized and responsive staffing
- Consistent track record of success
- Strong commitment to supporting the wonderful work of each organization





Cerini & Associates brings a unique understanding of the key issues facing not-for-profit organizations, including the specific pressures, challenges, and opportunities within the industry today.

Accounting • Auditing • Board Training  
Budgeting • CFO Services • CFR Preparation/Review  
Forensic Accounting • Internal Audit  
Litigation Support • Outsourced Accounting  
Operational & Internal Control Reviews  
Policy & Procedure Reviews • Rate Maximization & Appeals  
Salary Studies • Strategic Business Planning  
Tax Planning & Preparation  
Third Party Contract Negotiations

**(631) 582-1600 • [www.CeriniCPA.com](http://www.CeriniCPA.com)  
3340 Veterans Memorial Hwy., Bohemia, NY 11716**

# plan A

## PLANNING AND FUNDRAISING FOR NONPROFITS AND PHILANTHROPY

- Strategic & Business Planning
  - Mergers
  - Governance
- Campaign Management

PLAN A ADVISORS IS PROUD TO  
PARTNER WITH PNP STAFFING GROUP

For a conversation about Plan A services please email or call:  
[info@PlanAAdvisors.com](mailto:info@PlanAAdvisors.com) • 917 929 8556



# 990 NONPROFIT

## YOUR CONNECTION TO OUR NONPROFIT COMMUNITY

- 500,000+ emails, and over 1 million mailing addresses
- Targeted eNewsletters and publications for Human Resources and Jobs, Fundraising, and Finance
- Content Marketing, share your webinar, whitepaper, or custom article with our community

Visit us at [nonprofit990.com](http://nonprofit990.com) today!, or contact [sales@nonprofit990.com](mailto:sales@nonprofit990.com) for more information.

## HIGHLIGHTS OF PRODUCTS

**Nonprofit 990** monthly eNewsletters reaches approximately 100,000 emails as well as a quarterly magazine that focuses on nonprofits. NP990 has additional eNewsletters that are topic specific (Tech, Finance, Jobs) that range from 40,000 to over 250,000.

**Nonprofit 990 Jobs and Career**  
Circulation: 220,000

**Nonprofit 990 Industry News**  
Circulation: 110,000

**Nonprofit 990 Fundraising**  
Circulation: 75,000

**NP990 Finance**  
Circulation: 80,000 eNewsletter  
\*Print Component 15,000 circulation available as well

**FREE sign-up at [nonprofit990.com](http://nonprofit990.com)**

### SHARE or HAVE US CREATE CONTENT MARKETING

In the new media world, marketing is a conversation that produces qualified and meaningful engagement.

#### Webinars

Nonprofit 990 markets a series of educational and promotional webinars designed to educate executives in the not-for-profit community. In order to promote thought leadership, these webinars can be sponsored or supplied.

#### Custom E-mail Blasts

Nonprofit 990 has an unparalleled database of more than 500,000 e-mail addresses from nonprofit executives. The list can be selected on numerous criteria, but the most popular is by:

- subject
- job title
- location

#### Whitepaper Postings

Whitepapers are key thought leader pieces and provide useful research and case studies available for download. These focused reports speak directly to the audience. Readers request and access the best practices and solutions to challenging topics to gain knowledge on a product or service. Nonprofit 990 hosts featured whitepapers on our online library.



**Please visit us at [nonprofit990.com](http://nonprofit990.com)**

For more information or to book your space, contact us at (973) 969.1899 or email [sales@nonprofit990.com](mailto:sales@nonprofit990.com) today!

# TOPNONPROFITS

Learning from the best  
nonprofit organizations  
and leaders

Why do millions of nonprofit  
professionals visit us every year?  
Find out for yourself-  
Visit us at [www.TopNonprofits.com](http://www.TopNonprofits.com)

Popular Lists  
Q&A Interviews  
Free Ebooks  
Free Whitepapers  
Free Webinars  
and more...

Thank you to our  
**Media Partner, Top Nonprofits.**