

News & Views:

Non-Profits

An Informational Resource

Hiring Now: Non-Profits

According to the Non-profit Employment Trends Survey, a national study of nonprofit employment practices, new jobs are coming online at nonprofits as hiring freezes are finally being lifted. According to the survey, one-third of nonprofits plan to add jobs in 2011; another one-third said that they "might."

Most of the jobs are expected to be in direct services, such as

(Continued on page 2)

Trends in Donations

What is the biggest challenge facing non-profits face today? According to Dartmouth College's Senior Vice President for Advancement Carolyn Pelzel, it's earning donors' trust in these tough economic times.

While annual giving to charities in the U.S. has surged from about \$2 billion annually in 1920 to just over \$300 billion now, the percentage of disposable income has declined in recent years. As a result, Pelzel says that philanthropy has become more strategic and that the non-profit sector must become more strategic too.

Donors need more than simply believing in a cause and being loyal to it before they part with their money; they want to see how their money will make a long-term difference. And, since they still measure the amounts they give by



factoring tax incentives, any move to diminish these incentives will hurt donations.

"Educating leaders for the next generation prepares people to give back and gives people the capacity to think broadly about human issues," Pelzel said. "People would give more if they could measure the impact of their annual gift."

Non-profits need to demonstrate that the donations they receive are good investments and that even relatively small gifts do make a difference. Being transparent with a non-profit's support base, setting tangible goals and articulating an approach for reaching those goals are musts for the 1.2 million non-profit organizations in the United States.

Inside this issue:

Trends in Donations	1
Hiring Now: Non-Profits	1
Atlanta Leads the Nation in Teleworking	1
Booming Sector: Non-Profits	2
Charities Lose Millions in Gambling Revenues	2

Atlanta Leads the Nation in Teleworking

Metropolitan Atlanta and the Clean Air Campaign are in the vanguard of a money-saving policy that non-profits and businesses everywhere might want to consider. According to a Microsoft study, employees can save about \$6,500 a year by teleworking from home just one day per week. The Clean Air Campaign promotes another significant benefit. It encourages employers to embrace teleworking because it also improves productivity and morale.

In Atlanta, businesses of all types are

on-board. Fifty-seven percent of businesses have a formal telecommuting policy in place while 80 percent reported they provide access to technology which supports working remotely.

A survey released earlier this year from the Georgia Department of Transportation showed that teleworking in metro Atlanta has overtaken carpooling and transit as the top commuting alternative. There are several reasons for this: long commutes, a large number of corporate headquarters, political support, and the ubiquity of high-

(Continued on page 2)

Booming Sector: Non-Profits

US consultancies are experiencing a boost in business from not-for-profits; many new consultants had previously worked in the corporate world until their jobs vanished in the economic downturn. They are among a wave of consultants, who include former retirees, who now want to supplement their

retirement income and start second careers.

In addition, more and more business school graduates are entering the voluntary sector. Yale business graduates are examples of this; their participation in the public sector has increased from 2% to 10% in recent years. Not surprisingly, during this same time,

their prospects for landing traditional investment banking positions dwindled thanks to the global economic crisis.

Meanwhile, some young professionals are disillusioned with the corporate world and want jobs that reflect their heightened social consciousness. Recent natural and manmade con-

cerns— like famine, disease, war, global warming, floods, earthquakes, and tsunamis — have contributed to their new outlook.

Colleges are responding to this phenomenon by offering specialized college degree programs in not-for-profit management. US colleges now offer 169 such degree programs, including 35 at the doctoral level; and, about 300 colleges and universities offer courses.

With all these developments converging, it's not surprising that the voluntary sector is growing faster worldwide than either the business or government sectors.

Local Charities Lose Millions in Gambling Revenues

Americans like to gamble and many non-profits have tied their fortunes to this pastime. Public schools receive billions in funding from state lotteries while churches and other community groups raise hundreds of millions more with bingo and card games. In Ohio between 2005 and 2009 -- the latest data available -- bingo

generated more than \$850 million in proceeds for its nonprofits, while poker raised several millions more. Similar numbers are tallied in many other states.

But with more gambling options becoming available, this revenue source for local charities is in jeopardy. The handwriting is on the wall in Ohio where bingo revenues

have been on a downward spiral for years thanks to an aging population, fewer Catholic churches and competition from other gambling options like Internet sweepstakes cafes.

According to Ohio's Attorney General, bingo profits have steadily declined each year since 2005, from \$196.7 million to \$142.1 million in 2009. Government regulations are also to blame because in 2003 it became illegal for churches in Ohio to compensate bingo volunteers with tuition credits for their children. As a result, volunteerism declined.

(Continued from page 1 - Hiring Now)

counseling, tutoring and mentoring. Other jobs will be created in program management/support and fundraising/development.

Senior and mid-level jobs will go to people experienced in the nonprofit industry. Volunteering remains the best way to get your foot in the door at a nonprofit.

(Continued from page 1 - Teleworking)

speed Internet. The Atlanta area now has about 600,000 who work from home at least occasionally.



**STRATEGIC PUBLIC RELATIONS
BUSINESS DEVELOPMENT • MARKETING**

P2R Associates is an award-winning strategic public relations agency specializing in public relations, marketing communications and business development practice areas. Headquartered in Livonia, Mich., P2R provides clients with strategy driven tactics, superior service and measurable results.

To learn more about **P2R Associates**—please contact Gordon Cole at (248) 348-2464 or gcole@p2rassociates.com.

Website:
www.p2rassociates.com

LinkedIn:
<http://ht.ly/2dqvN>

Facebook:
<http://www.facebook.com/P2RAssociates>

Blog:
<http://p2rassoc.wordpress.com>

Twitter:
<http://twitter.com/P2RAssociates>