

Ready Or Not!

NFP Trends for 2010 & Beyond

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DON'T BE THE BOILED FROG!



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What We Want to Accomplish Today

- Input from the experts (this means YOU)
- Four trends
 - **What are they, why should you care?**
 - **And the survey says...**
 - **Put your thinking caps on!**





Not-For-Profit Pulse
www.resources4associations.com



- Social Media (December, 2009)
- Generation Gap (February, 2010)
- Volunteerism (June, 2010)
- Member/Donor Recruitment & Retention (August, 2010)
- **Revenue Streams (October, 2010)**

TREND #1



Social Media (December, 2009)

Image credit: Matt Hamm, Flickr



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Social Media...What's the Deal?

- Two-way communication
- Consumer = producer of content
- Word of mouth on steroids
- A toolbox:
 - **Blogs**
 - **Social networking (Twitter, Facebook, LinkedIn)**
 - **Social bookmarking**
 - **Wikis**
 - **File sharing (Flickr, slideshare)**



Social Media...Why Should I Care?

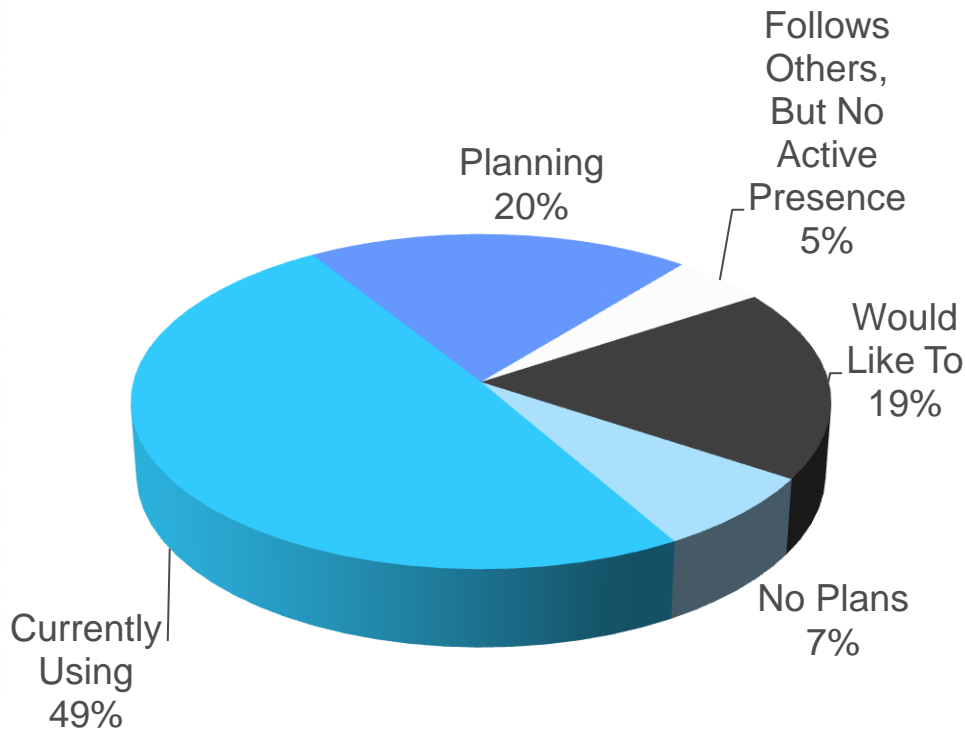
- Enhance ability to listen and respond to member needs
- Engage members and help to put them in the driver's seat
- 'Forced' transparency



Social Media...The Survey Says...



Social Media Usage by NFPs



Reasons for Not Using

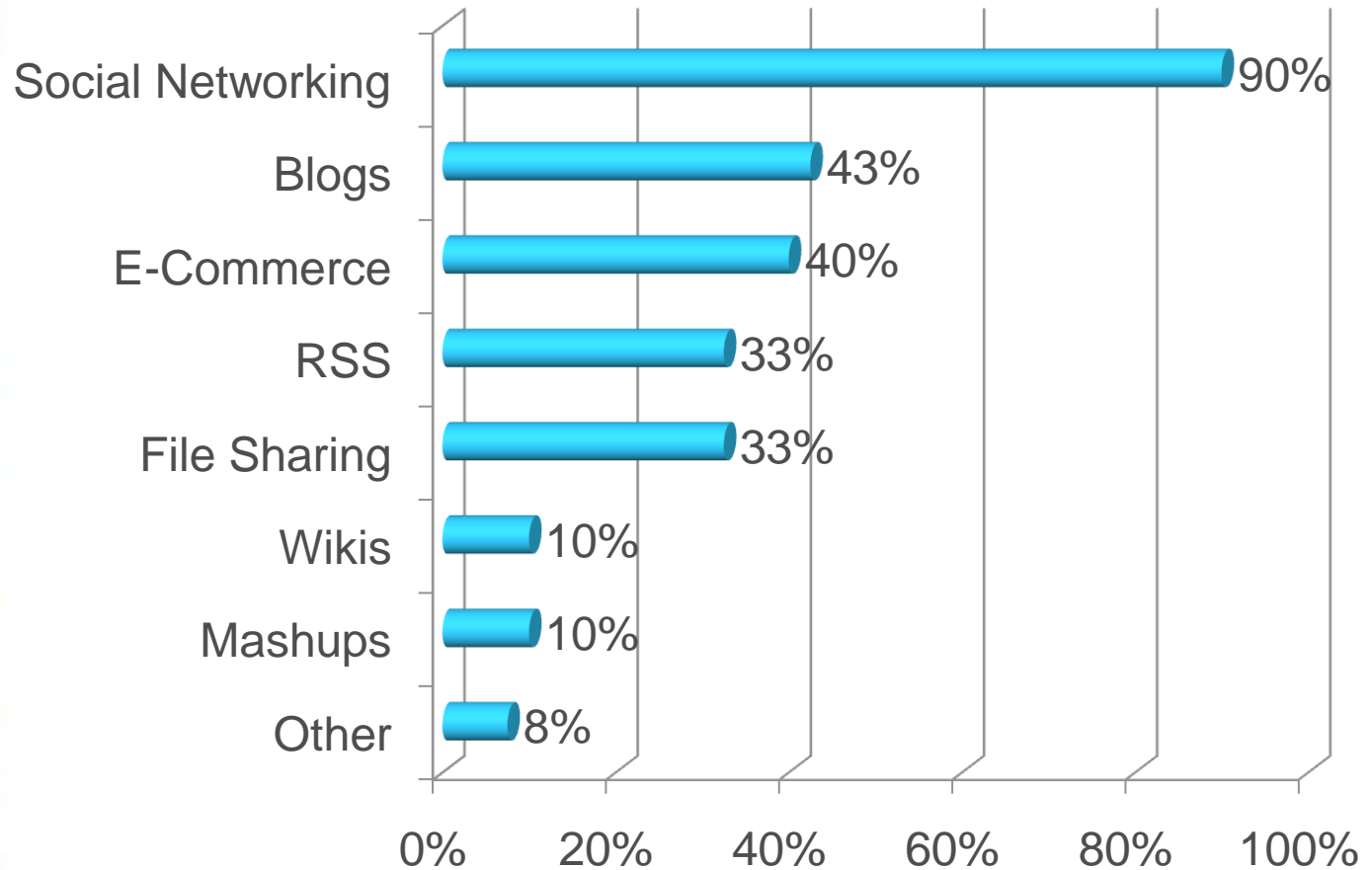
Primary Reasons

- Don't understand enough about it/don't have enough expertise 68%
- Don't have staff 68%
- Don't have time 60%
- Don't have budget 52%

Secondary Reasons

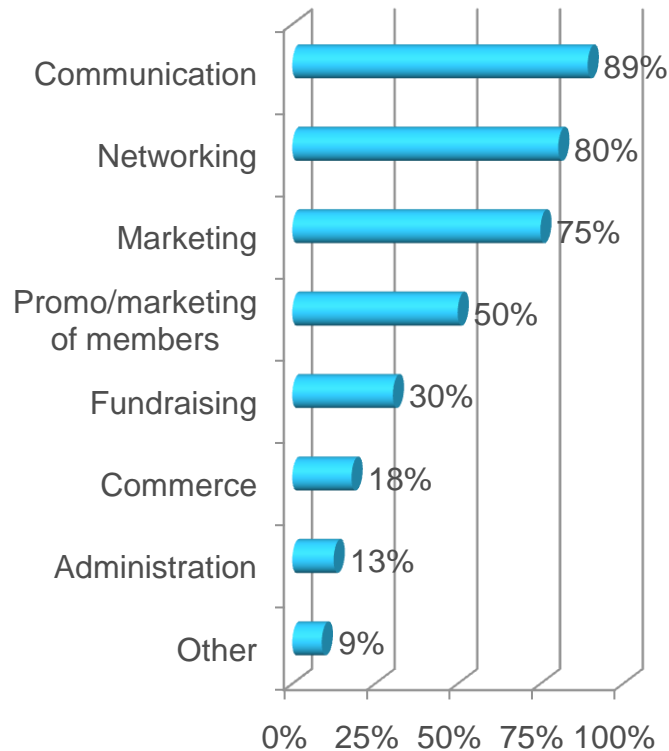
- Concern over control of content 36%
- Members aren't 'web-savvy' 24%
- Concern over privacy issues 16%

Social Media Tools Being Used

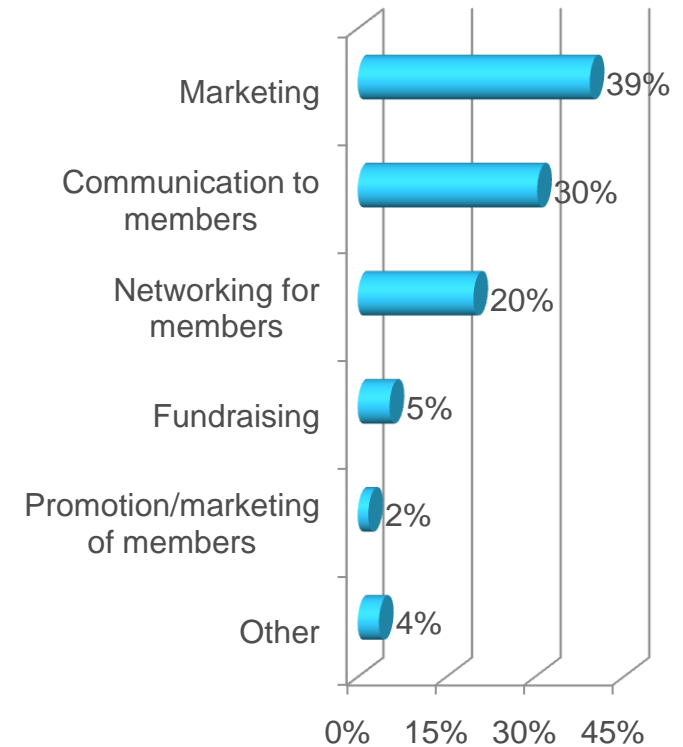


Reasons for Using Social Media

All Reasons



Primary Reason

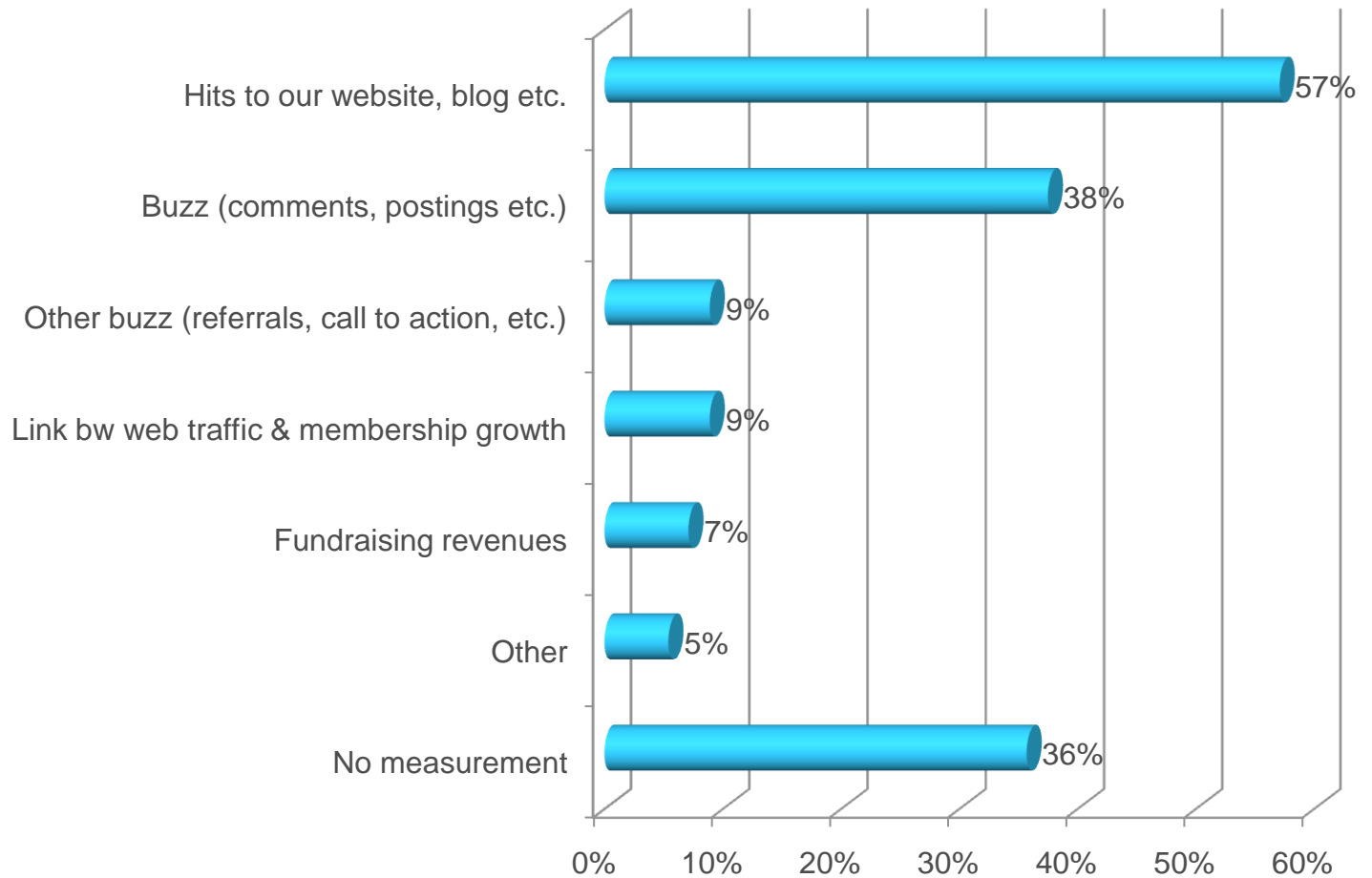


Notes:

Base is not-for-profit organizations who currently and/or plan to use social media.
Percentages for all reasons sum to more than 100% due to multiple responses.
N=56



Social Media Success Measures



Notes:

Base is not-for-profit organizations who currently use social media.
Percentages for all measures sum to more than 100% due to multiple responses.
N=40



TREND #2



Generation Gap (February, 2010)





The Generation Gap...What's the Deal?

- Aging population
- Multigenerational workplace
- Multigenerational consumer





The Generation Gap...Why Should I Care?

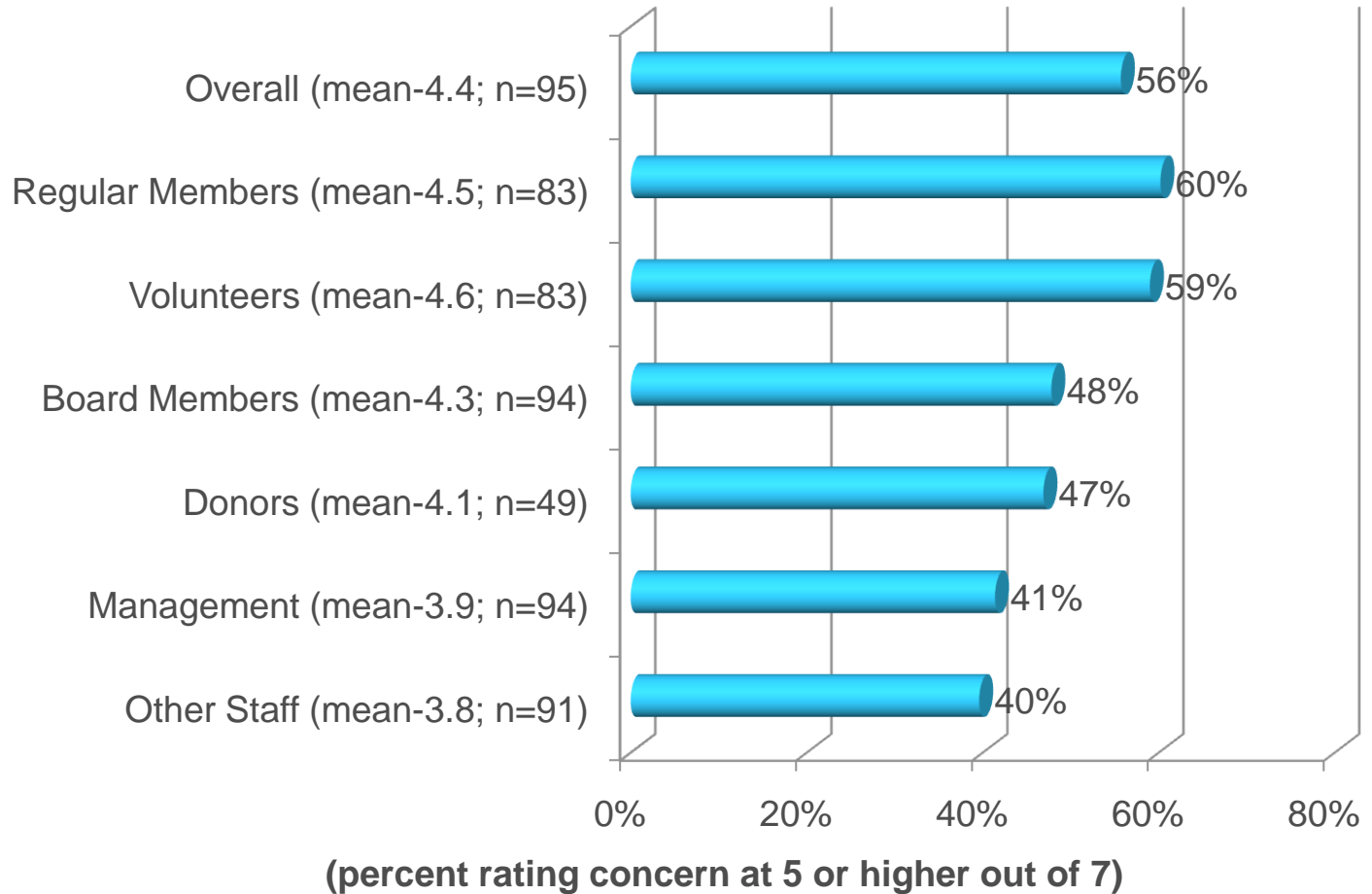
- Leadership
- Human Resources
- Members
- Volunteers and Donors



Generation Gap...The Survey Says...



Level of Concern Over the Impact of the Generation Gap

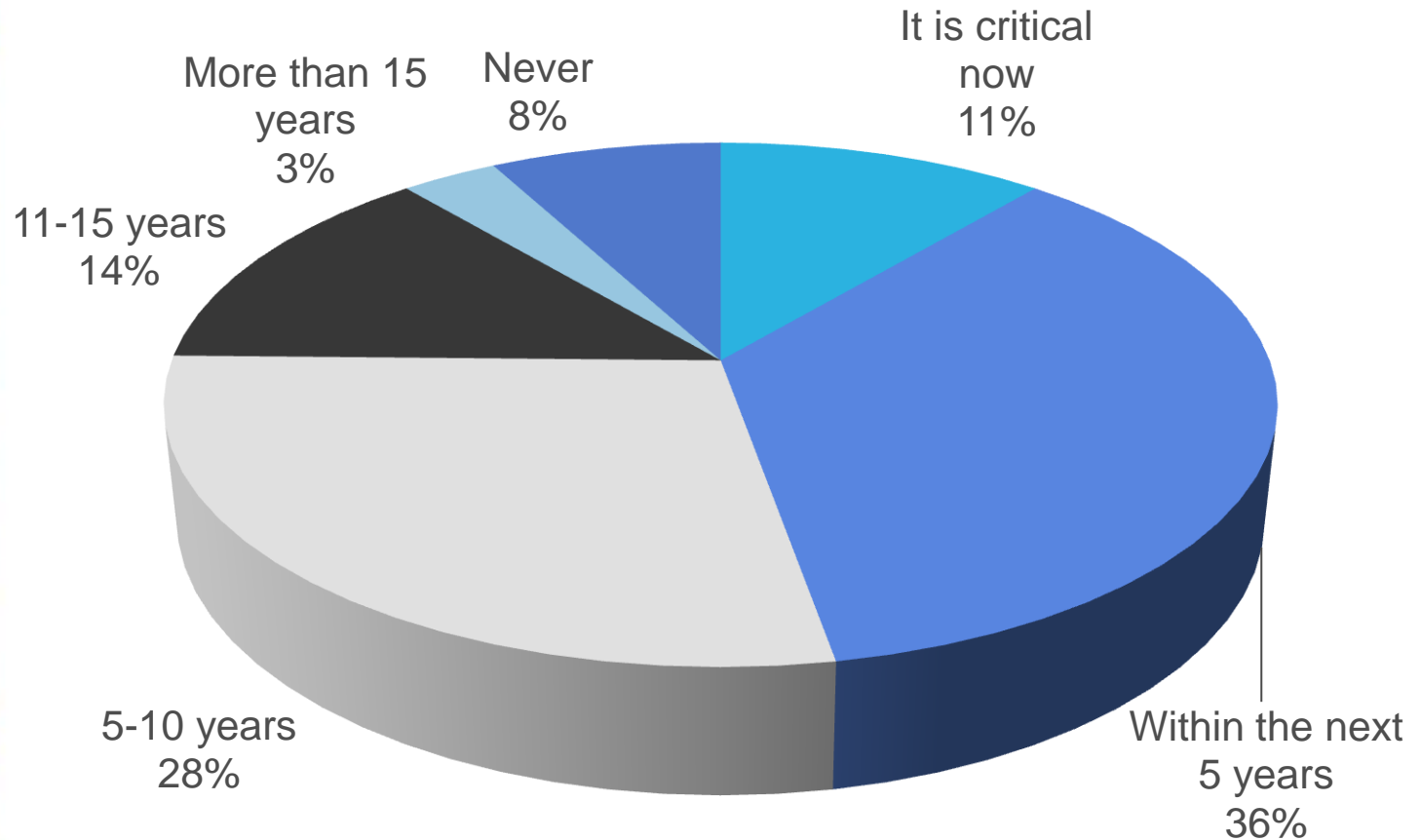


Notes:

Base for overall is all organizations. Base for other groups is those for whom the stakeholder group is relevant.
Mean is the average score on a 1 to 7 scale where 1 is "Not at all Concerned" and 7 is "Extremely Concerned".



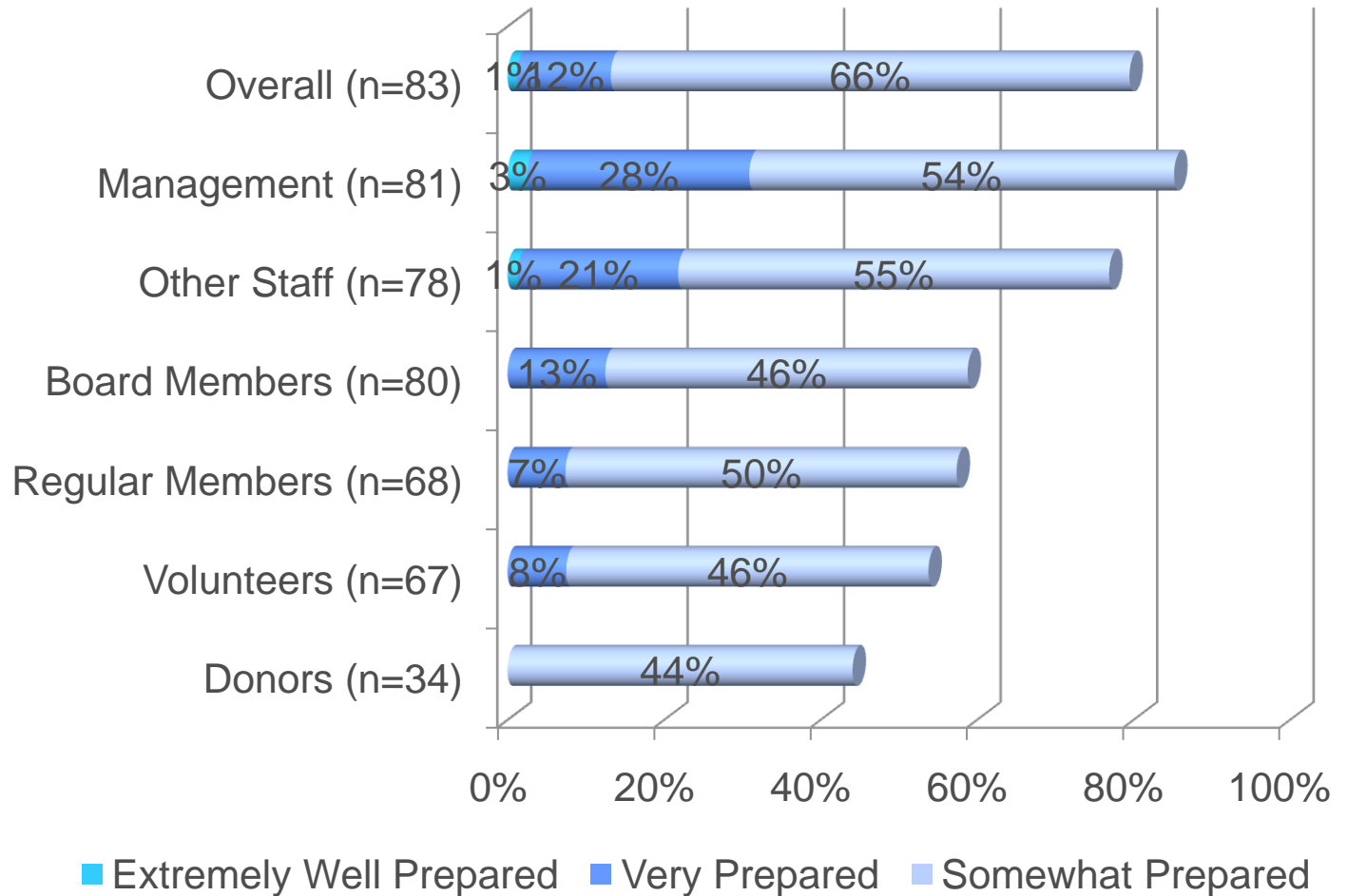
When is the Generation Gap Expected to Become a Critical Issue?



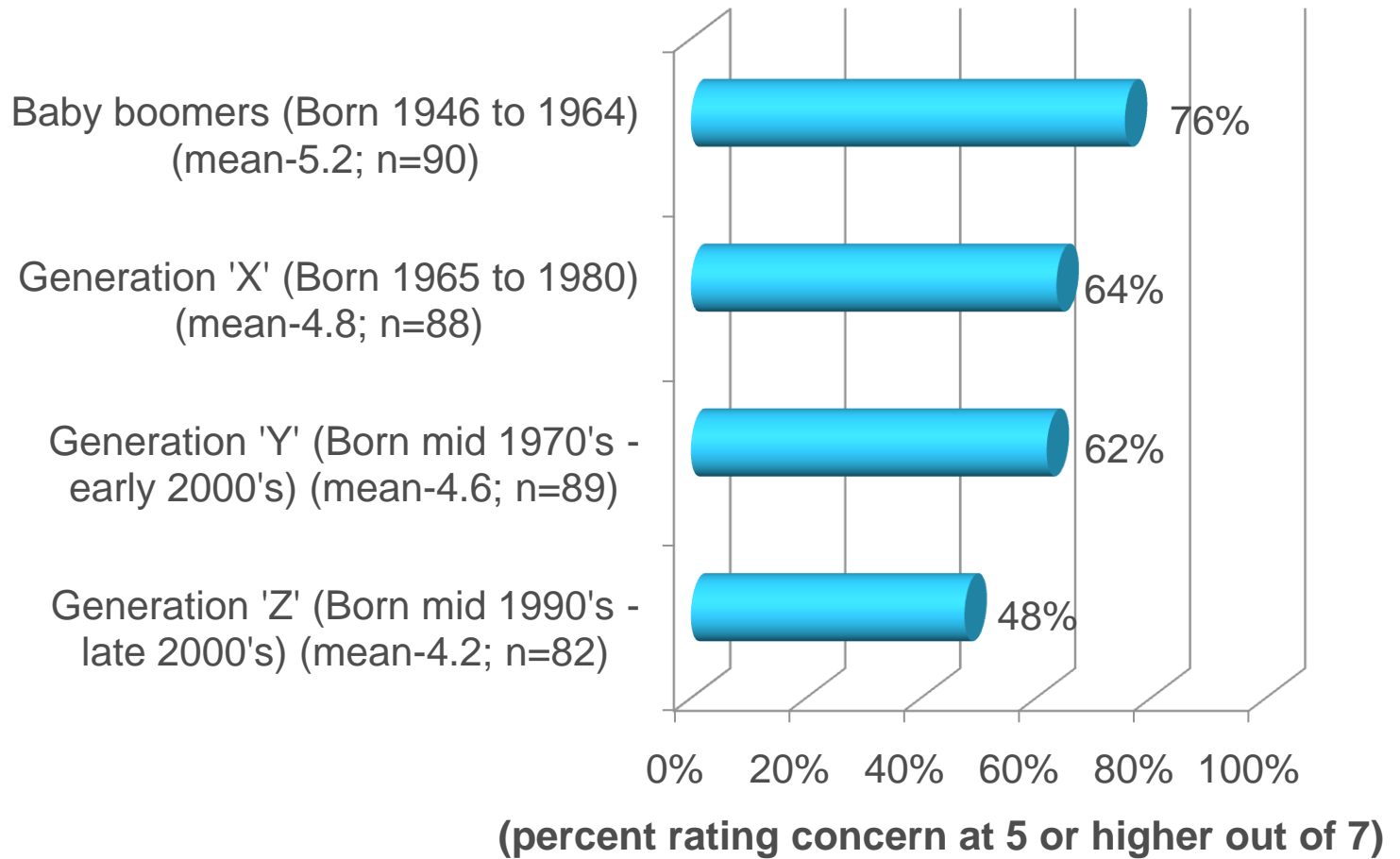
Note: N=89



Level of Preparedness to Deal With the Generation Gap



Level of Impact From Each Age Group



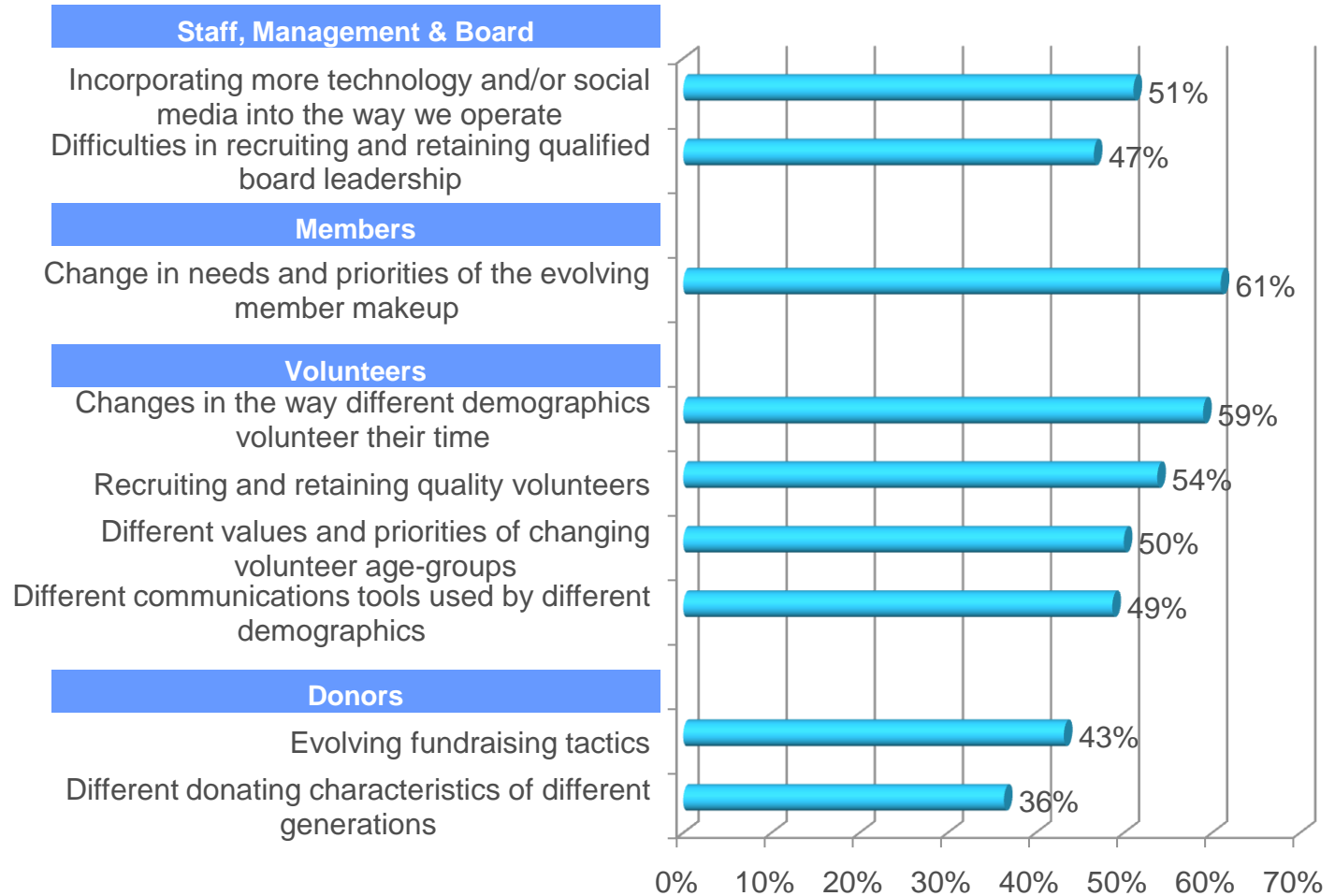
Notes:

Base for overall is all organizations.

Mean is the average score on a 1 to 7 scale where 1 is "No Impact" and 7 is "Significant Impact".



Expected Impacts (top mentions)



Notes: Base is those for whom the stakeholder group is relevant.



TREND #3



Recruitment & Retention (August, 2010)



Recruitment & Retention...The Survey Says...



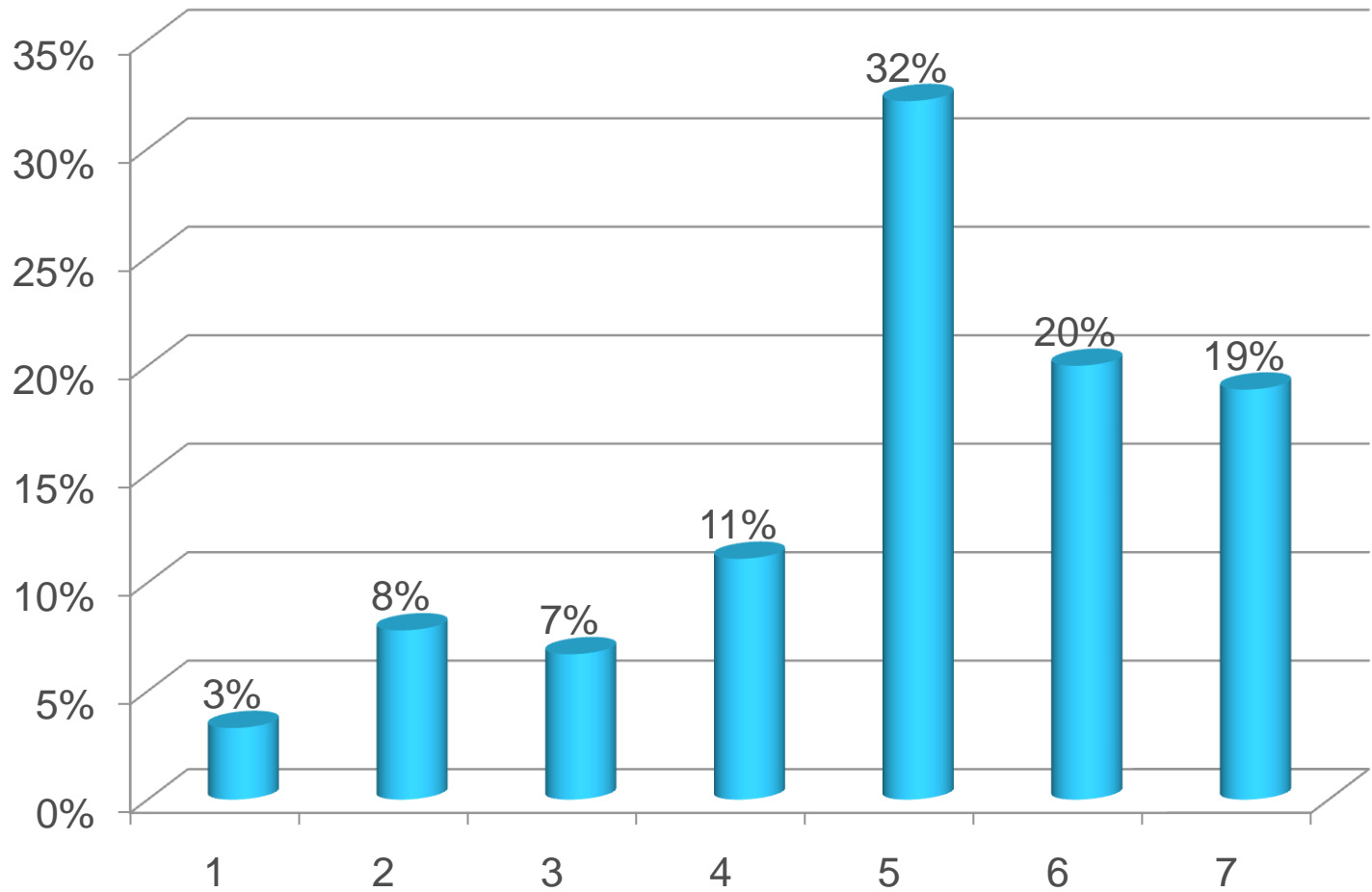


Member Recruitment & Retention...What's the Deal?

- Relevance, Value & Meaning
- Meeting diverse member needs
- Industry consolidation (trade & industry orgs)
- Retiring boomers
- Economy
- Time Crunch



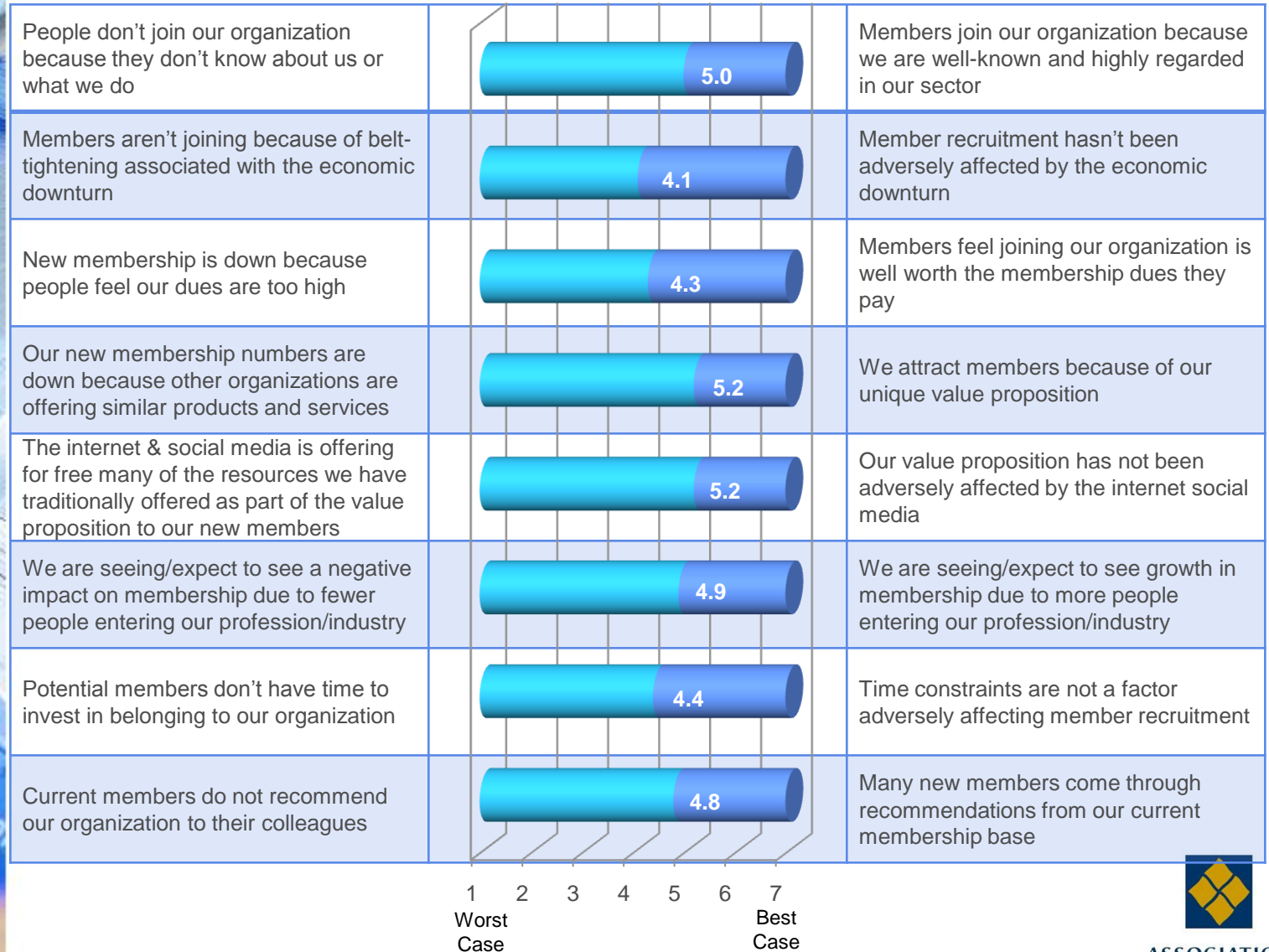
Degree of Concern About Member Retention and Recruitment



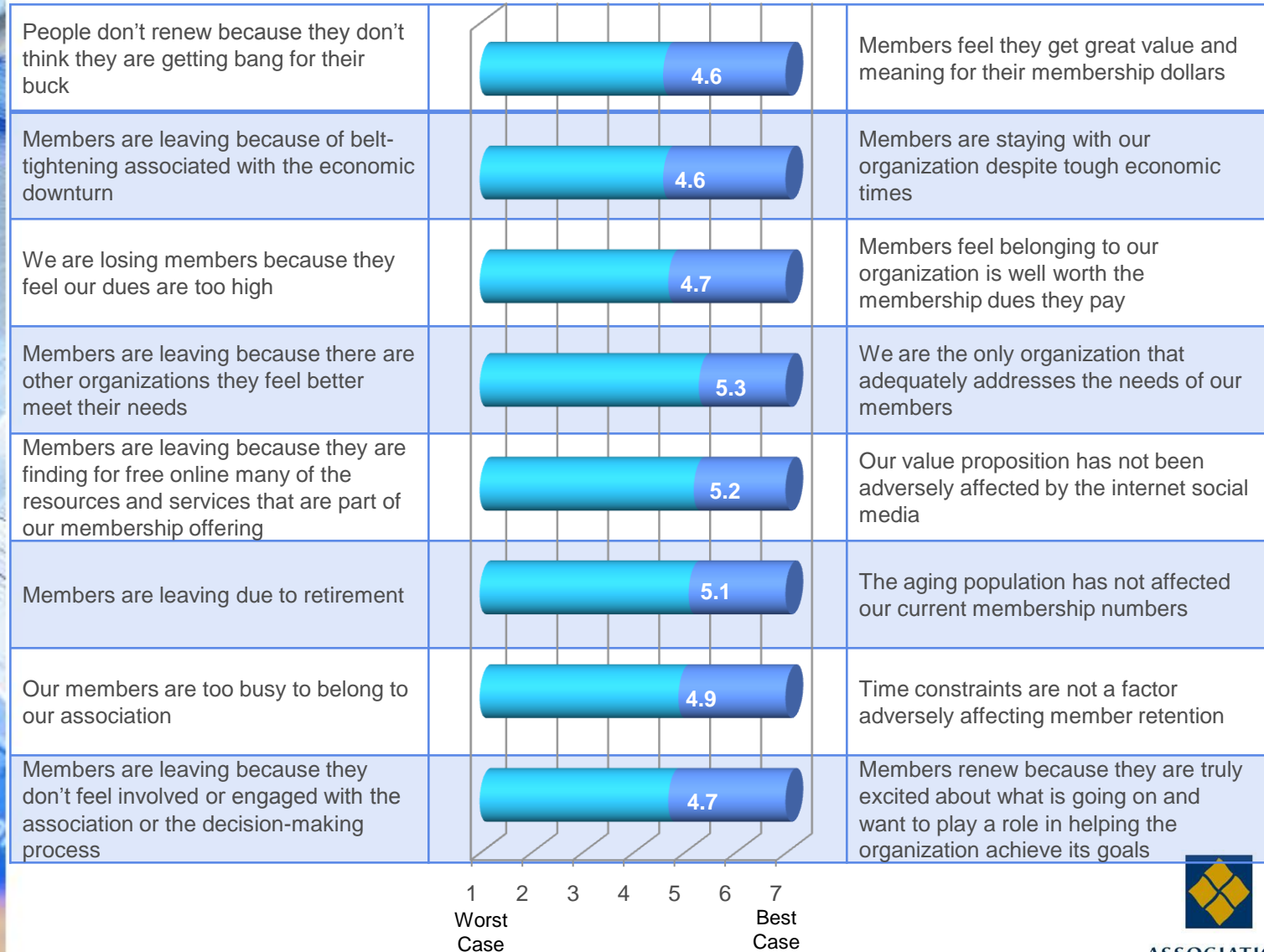
Notes: Mean – 5.0, N=90



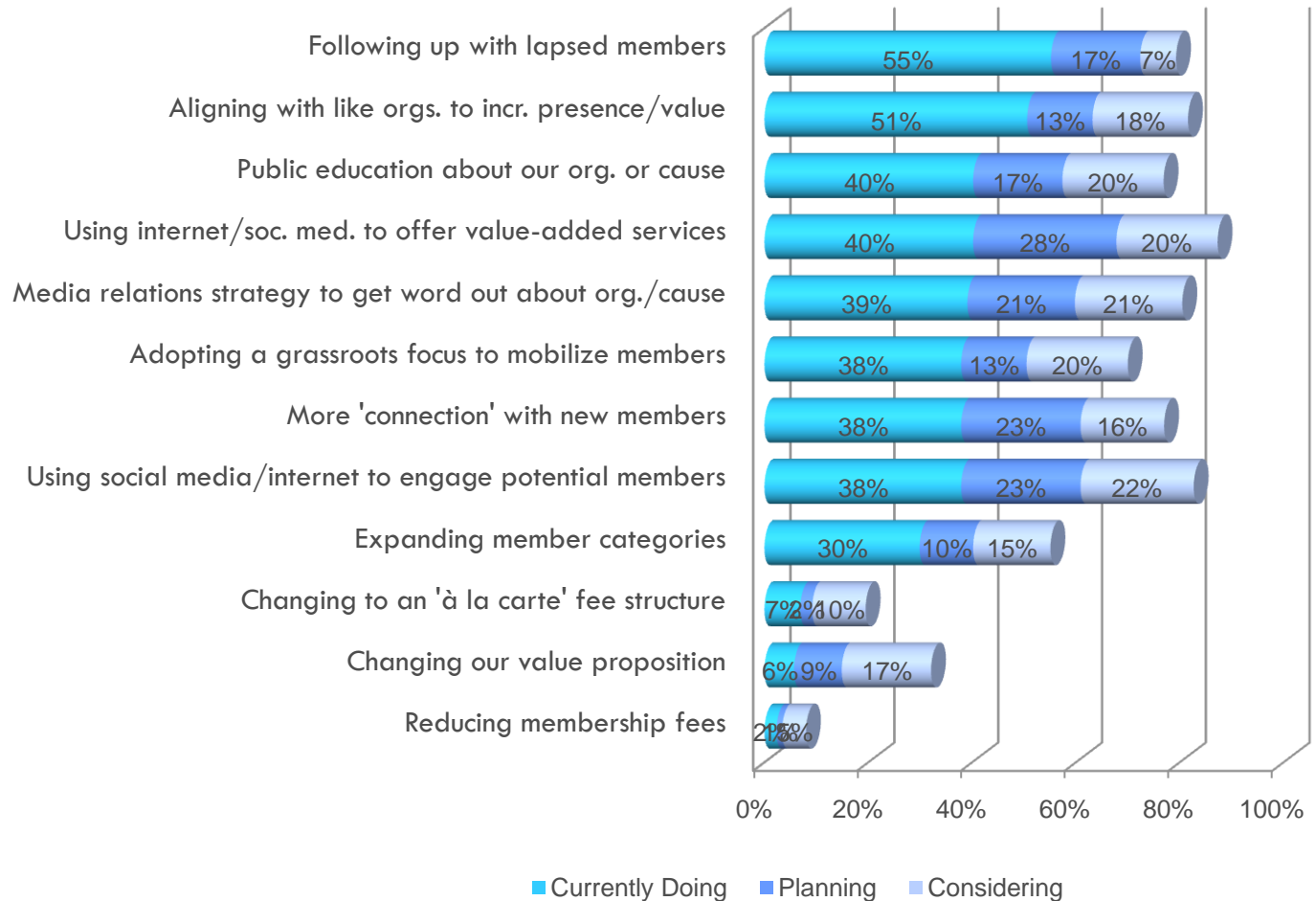
Issues Affecting Member Recruitment



Issues Affecting Member Retention



Actions With Respect to Member Recruitment & Retention



TREND #4



Volunteerism (June, 2010)



Volunteerism...What's the Deal?

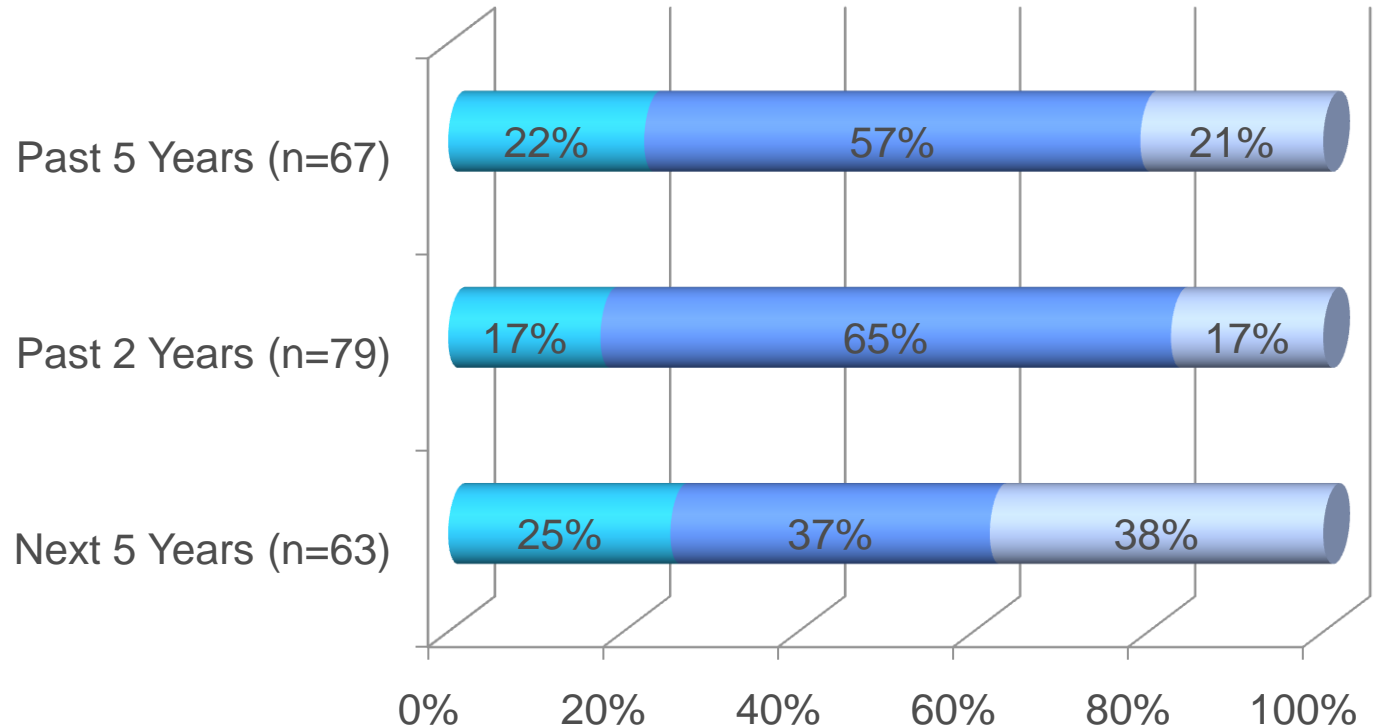
- The Time Crunch
- Standing out from the Crowd
- Role of technology



Volunteerism...The Survey Says...

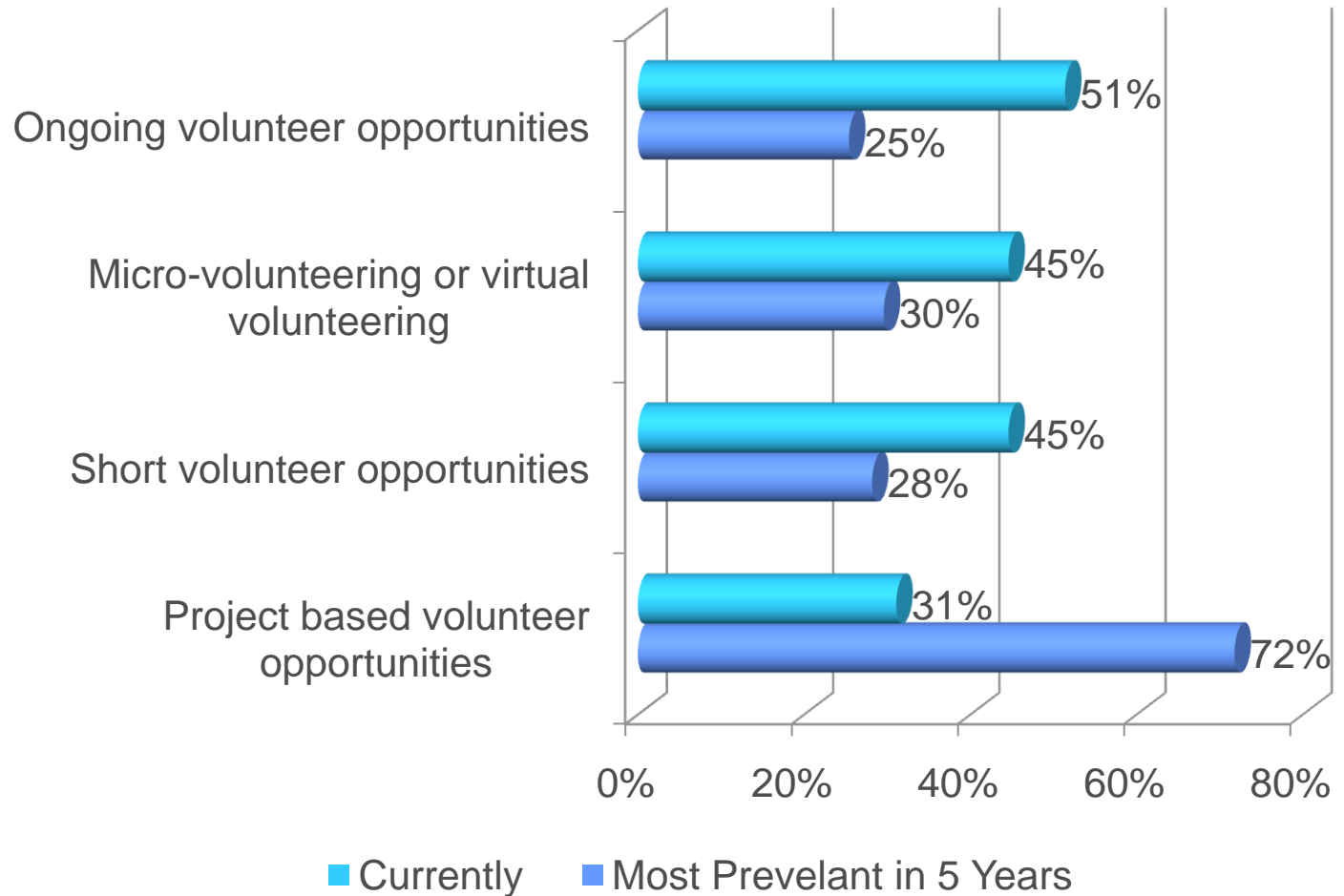


Changes in the Ratio of Volunteers to Staff



- Decrease in number of volunteers to staff
- No change
- Increase in number of volunteers to staff

Types of Volunteer Opportunities Offered



Notes: Percentages do not sum to 100% due to multiples responses.
N=72



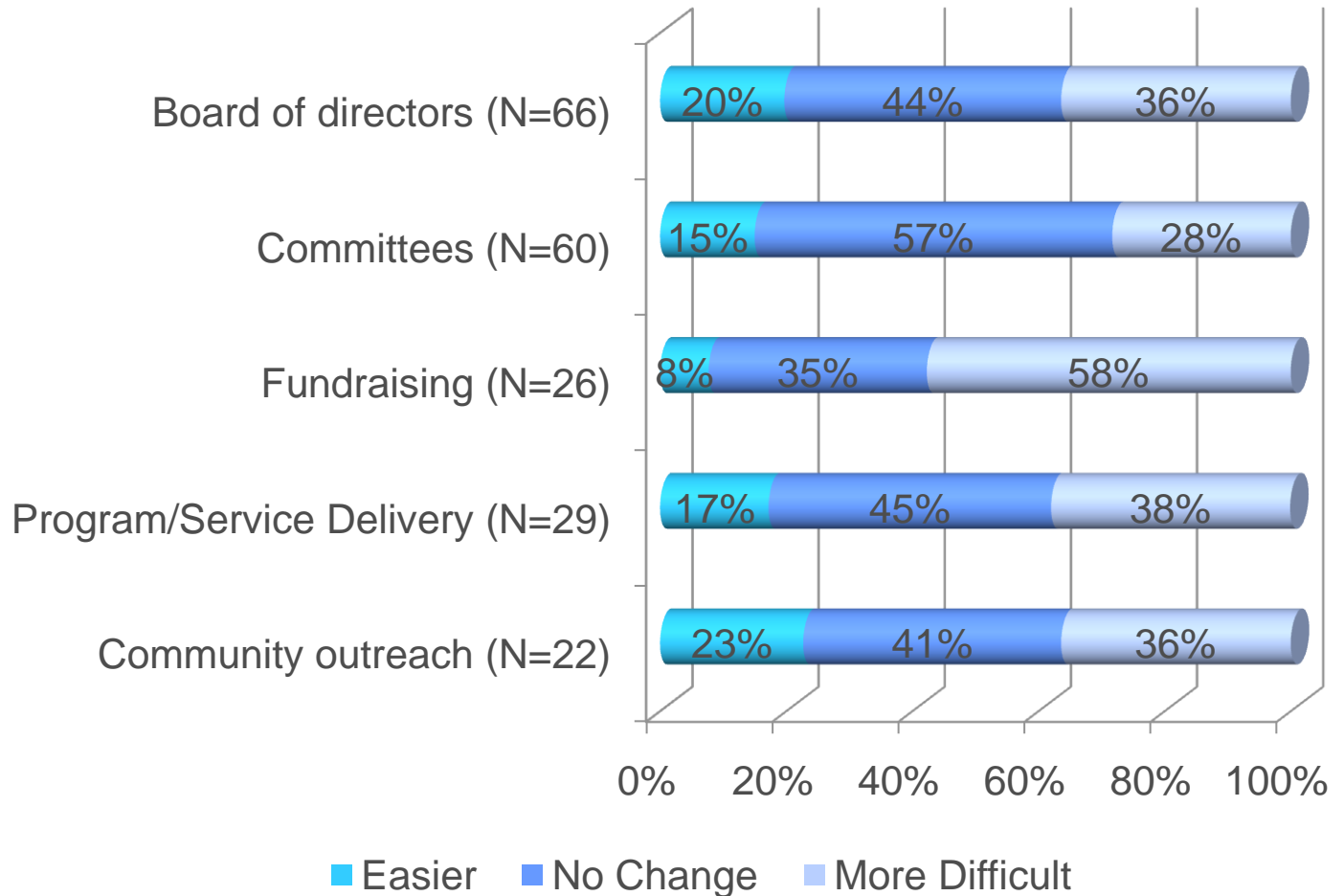
Types of Training offered to Volunteers



Notes: Percentages do not sum to 100% due to multiples responses.
N=71



Changes in the Difficulty in Recruiting in the Past 5 Years



Don't Be the Boiled Frog!



- How to Stay out of the pot:
 - Ongoing & frequent stakeholder feedback
 - Involve everyone in watching for trends, issues, challenges on the horizon
 - Benchmark against other organizations
 - Continuous and flexible strategic planning
 - Don't be afraid to innovate and change

Image credit [Purpleslog on Flickr.com](#)



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