

United Way  
NONPROFIT  
CONNECTION



# 2024 nonprofit staff training

survey report

# 2024 Nonprofit Staff Training Survey

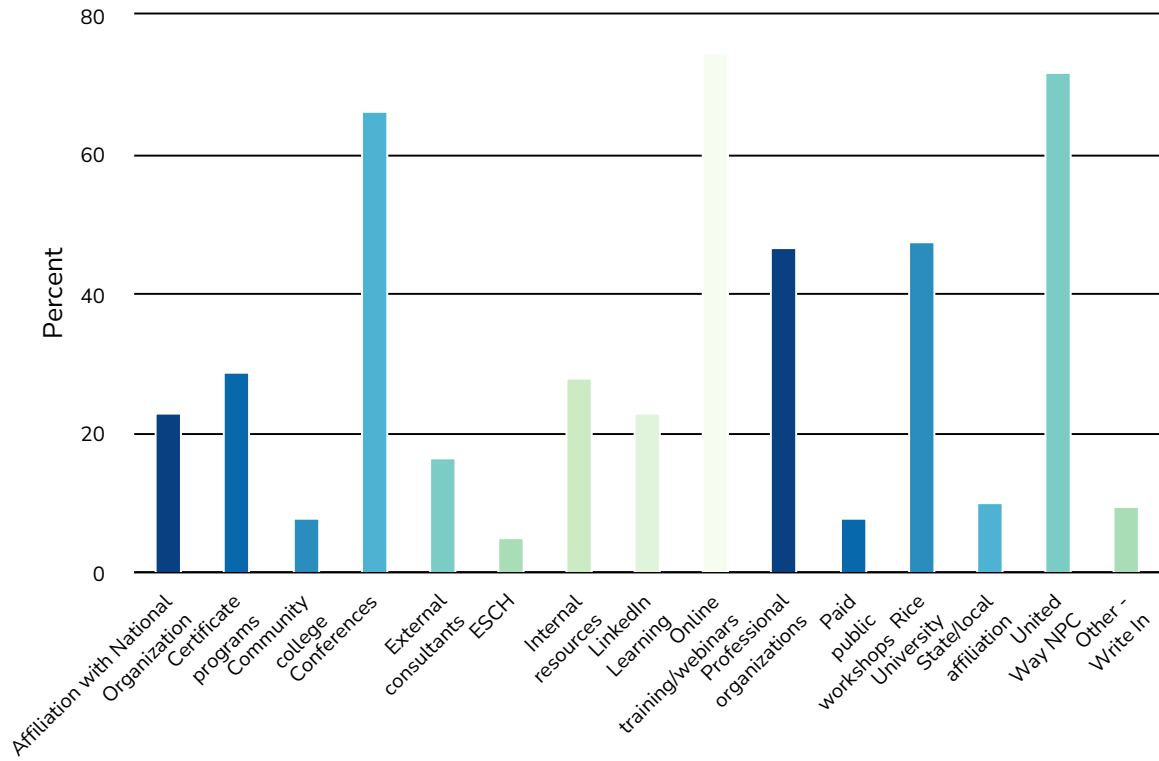
## Response Counts



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Totals: 139

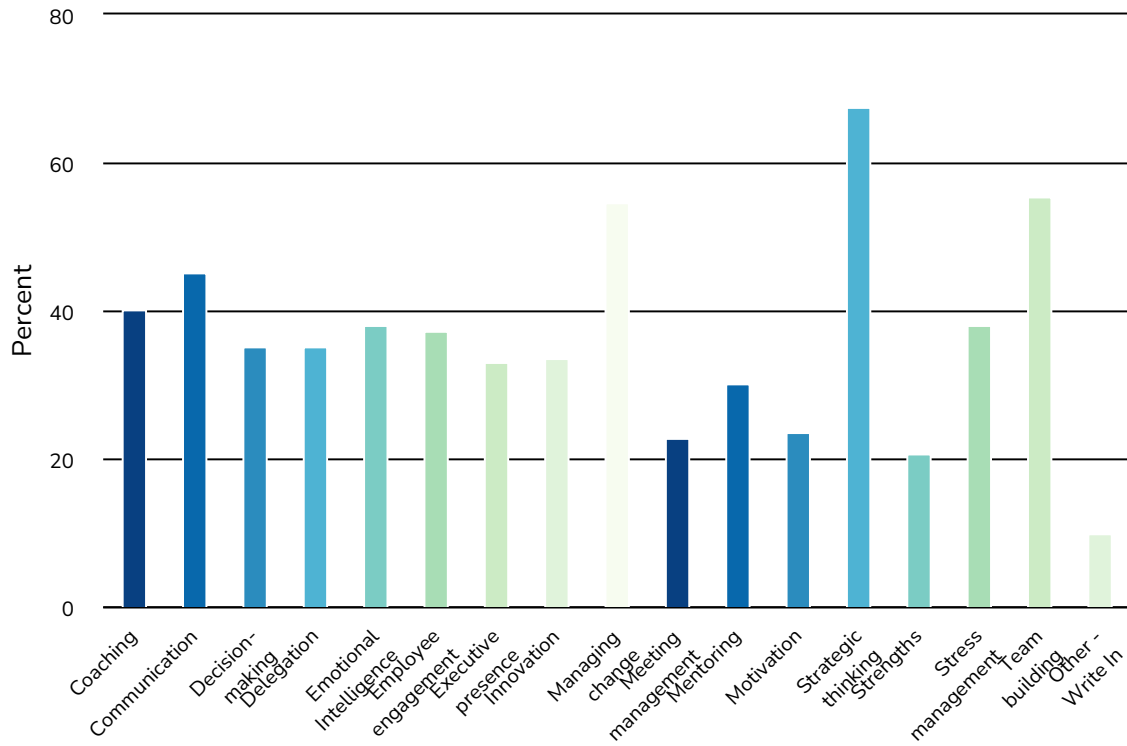
# 1. Where do you find job related skills training and professional development resources (please check all that apply)?



Value	Percent	Responses
Affiliation with National Organization	23.0%	32
Certificate programs	28.8%	40
Community college	7.9%	11
Conferences	66.2%	92
External consultants	16.5%	23
ESCH	5.0%	7
Internal resources	28.1%	39
LinkedIn Learning	23.0%	32
Online training/webinars	74.8%	104
Professional organizations	46.8%	65
Paid public workshops	7.9%	11
Rice University	47.5%	66
State/local affiliation	10.1%	14
United Way NPC	71.9%	100
Other - Write In	9.4%	13

Other - Write In	Count
ACAM	1
ADP (our PEO)	1
Foundation Sponsored Trainings, Chamber Events/Trainings	1
GCCSA	1
GrantStation, Candid, Instrumentl	1
Local Chamber of Commerces	1
Motivational Interviewing	1
National Community Reinvestment Coalition, National Training Academy, NeighborWorks America, National Housing Resource Center, Consumer Action, Diversified Resource Network, HUD Office of Housing Counseling, HUD Exchange	1
NeighborWorks	1
Other Non profit agencies	1
Program for the homelessness and food program also bill pay help ,shelter	1
YouTube	1
you tube	1
Totals	13

2. Please indicate the leadership training that is important for you in the coming year (please check all that apply).

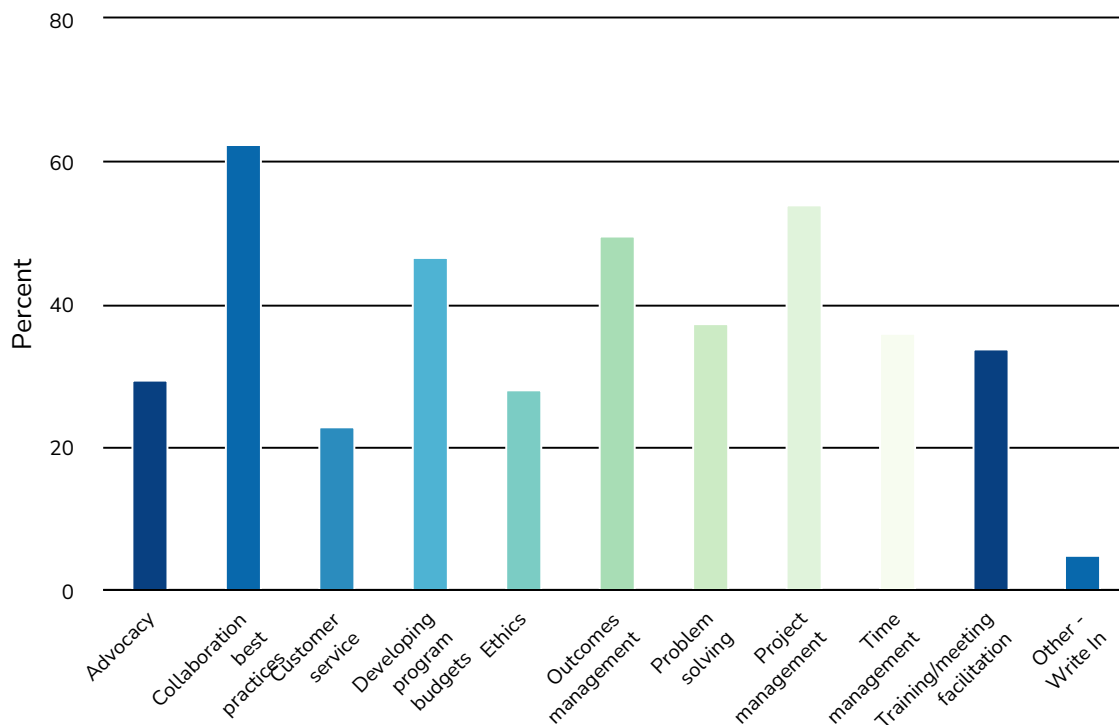


Value	Percent	Responses
Coaching	40.3%	56
Communication	45.3%	63
Decision-making	35.3%	49
Delegation	35.3%	49
Emotional Intelligence	38.1%	53
Employee engagement	37.4%	52
Executive presence	33.1%	46
Innovation	33.8%	47
Managing change	54.7%	76
Meeting management	23.0%	32
Mentoring	30.2%	42
Motivation	23.7%	33
Strategic thinking	67.6%	94
Strengths	20.9%	29
Stress management	38.1%	53
Team building	55.4%	77
Other - Write In	10.1%	14

<b>Other - Write In</b>	<b>Count</b>
A I	1
AI	1
Attention to Detail	1
Collaboration	1
Funding opportunities	1
Fundraising & Development	1
Leadership and supervising training	1
Managing the board & DEAI centered conflict resolution	1
NPO best practices (board development/governance)	1
Project/Program Management	1
Sensitivity/Unconscious bias training	1
Trauma Informed Coaching	1
advocacy	1
organizational psychology and generational diversity	1
Totals	14



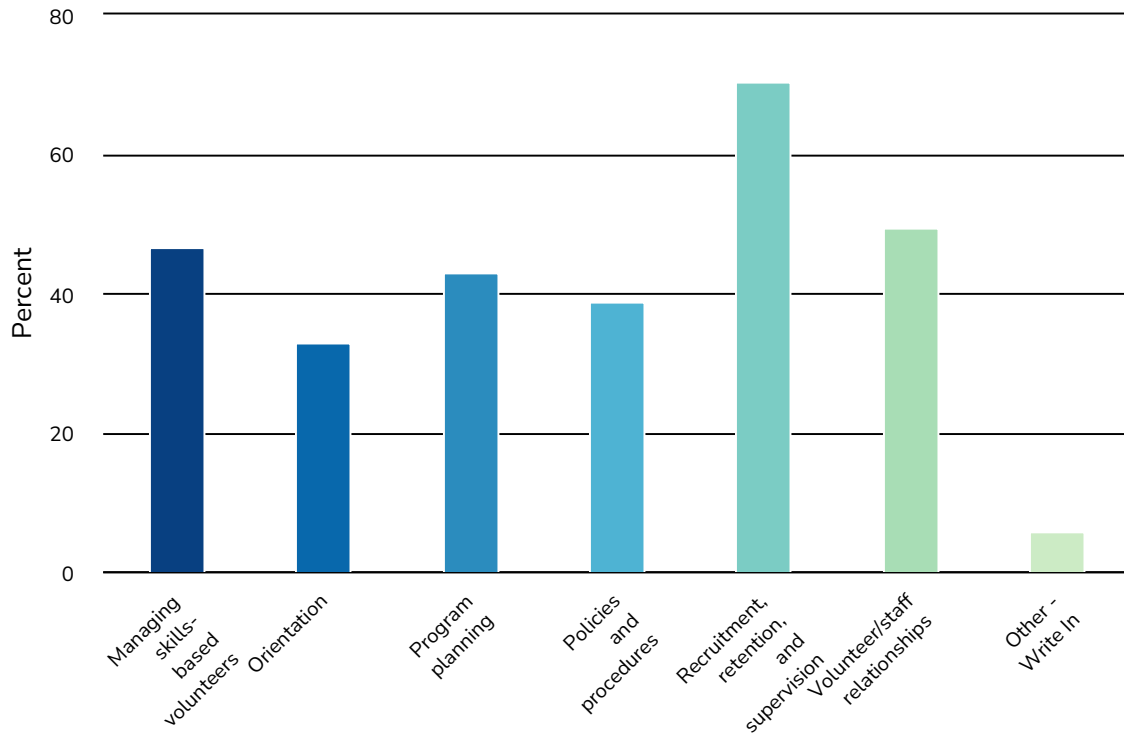
3. Please indicate the program management training that is important for you in the coming year (please check all that apply).



Value	Percent	Responses
Advocacy	29.5%	41
Collaboration best practices	62.6%	87
Customer service	23.0%	32
Developing program budgets	46.8%	65
Ethics	28.1%	39
Outcomes management	49.6%	69
Problem solving	37.4%	52
Project management	54.0%	75
Time management	36.0%	50
Training/meeting facilitation	33.8%	47
Other - Write In	5.0%	7

Other - Write In	Count
Evaluation Tools	1
Funding opportunities	1
Managing the board & DEAI centered conflict resolution	1
Secondary Trauma	1
cultivating funder relationships	1
grants management (scheduling, timeline, etc)	1
strategic planning	1
Totals	7

4. Please indicate the volunteer management areas that are important for you in the coming year (please check all that apply).



Value	Percent	Responses
Managing skills-based volunteers	46.8%	65
Orientation	33.1%	46
Program planning	43.2%	60
Policies and procedures	38.8%	54
Recruitment, retention, and supervision	70.5%	98
Volunteer/staff relationships	49.6%	69
Other - Write In	5.8%	8

<b>Other - Write In</b>	<b>Count</b>
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Board Training	1
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Coaching Execs to be Fundraising Leaders	1
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Dealing with Volunteer conflict / difficult volunteers	1
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New Board members	1
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Secondary Trauma	1
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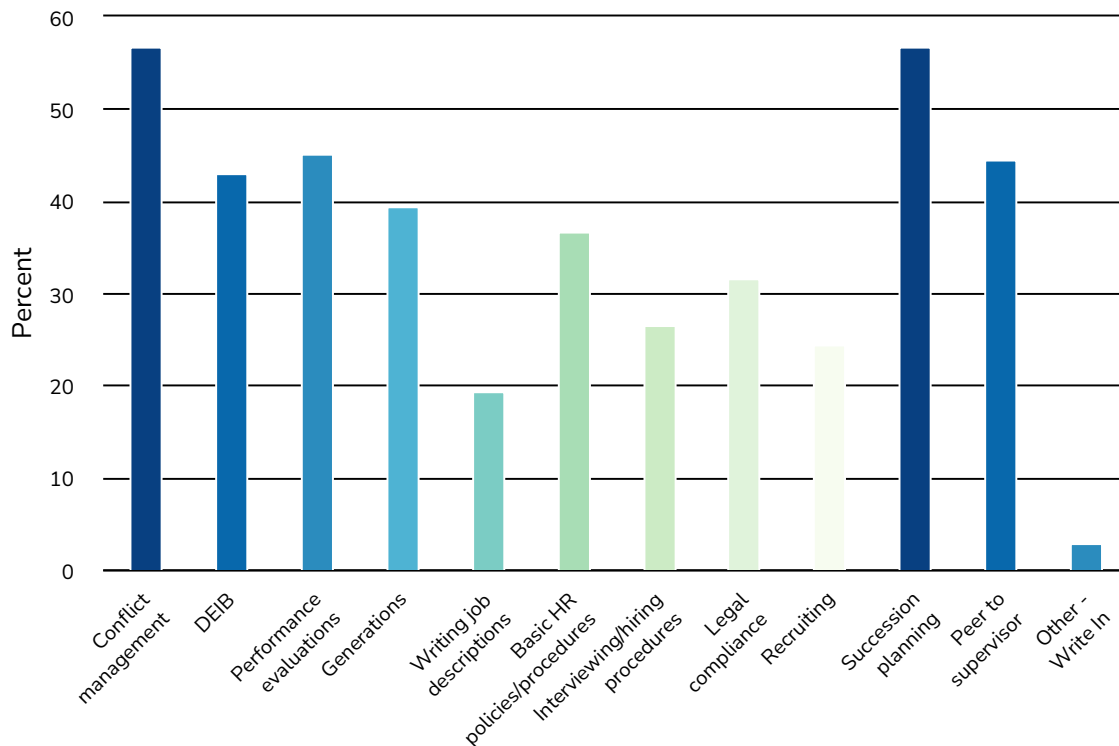
Translating volunteer experience into funding opportunities	1
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corporate volunteers	1
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tracking	1
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Totals	8
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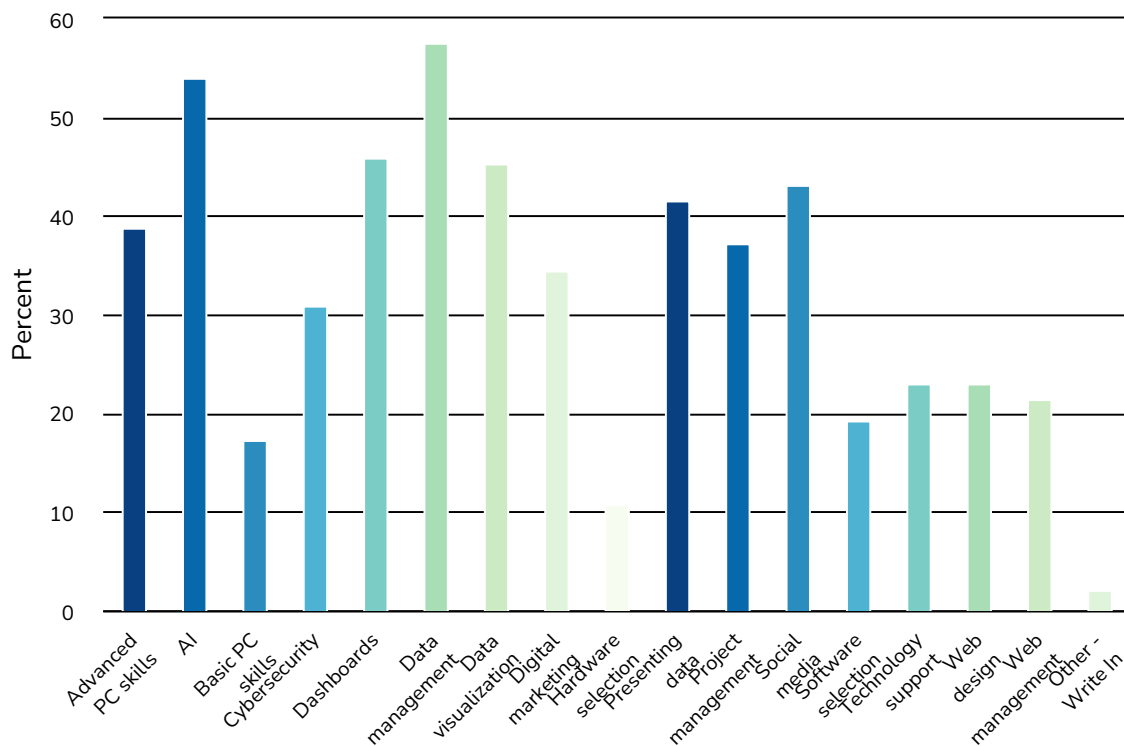
5. Please indicate the human resources areas that are important for you in the coming year (please check all that apply).



Value	Percent	Responses
Conflict management	56.8%	79
DEIB	43.2%	60
Performance evaluations	45.3%	63
Generations	39.6%	55
Writing job descriptions	19.4%	27
Basic HR policies/procedures	36.7%	51
Interviewing/hiring procedures	26.6%	37
Legal compliance	31.7%	44
Recruiting	24.5%	34
Succession planning	56.8%	79
Peer to supervisor	44.6%	62
Other - Write In	2.9%	4

Other - Write In	Count
New employees expectations in workforce	1
Performing at Potential	1
Secondary Trauma	1
Training colleagues	1
Totals	4

6. Please indicate the technology/data analytics areas that are important for you in the coming year (please check all that apply).



Value	Percent	Responses
Advanced PC skills	38.8%	54
AI	54.0%	75
Basic PC skills	17.3%	24
Cybersecurity	30.9%	43
Dashboards	46.0%	64
Data management	57.6%	80
Data visualization	45.3%	63
Digital marketing	34.5%	48
Hardware selection	10.8%	15
Presenting data	41.7%	58
Project management	37.4%	52
Social media	43.2%	60
Software selection	19.4%	27
Technology support	23.0%	32
Web design	23.0%	32
Web management	21.6%	30
Other - Write In	2.2%	3



**Other - Write In****Count**

N/A

1

Quickbooks Online

1

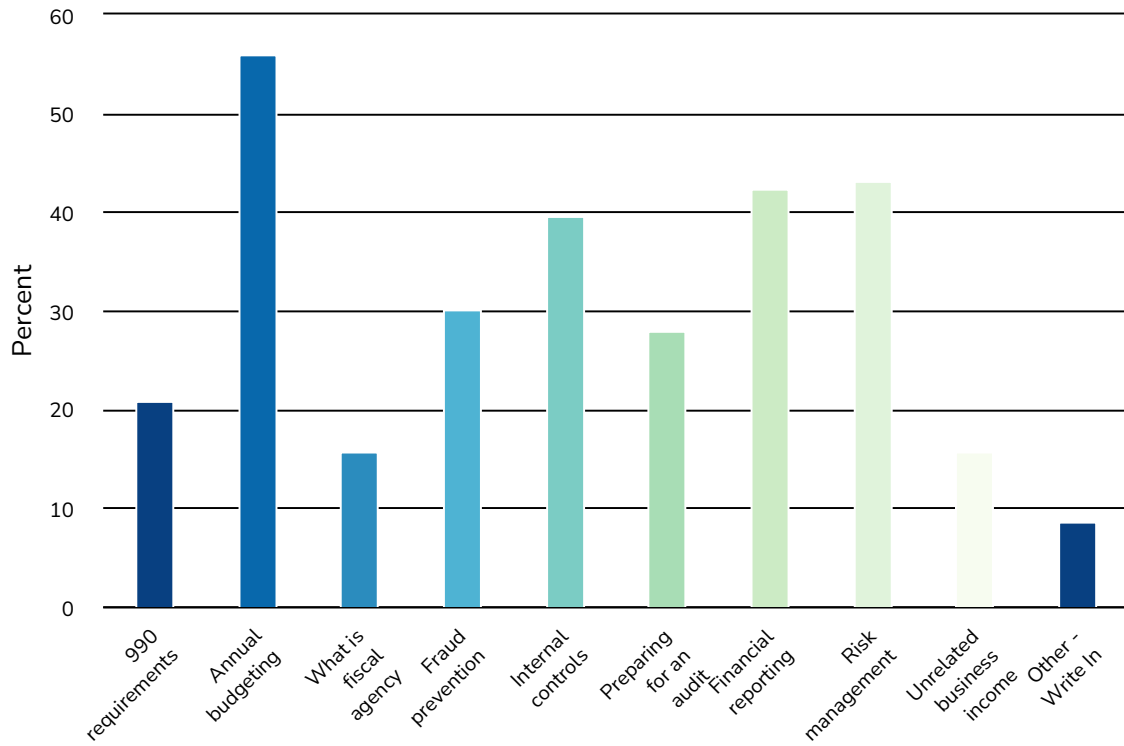
grant management strategies for deadlines, reports, etc

1

Totals

3

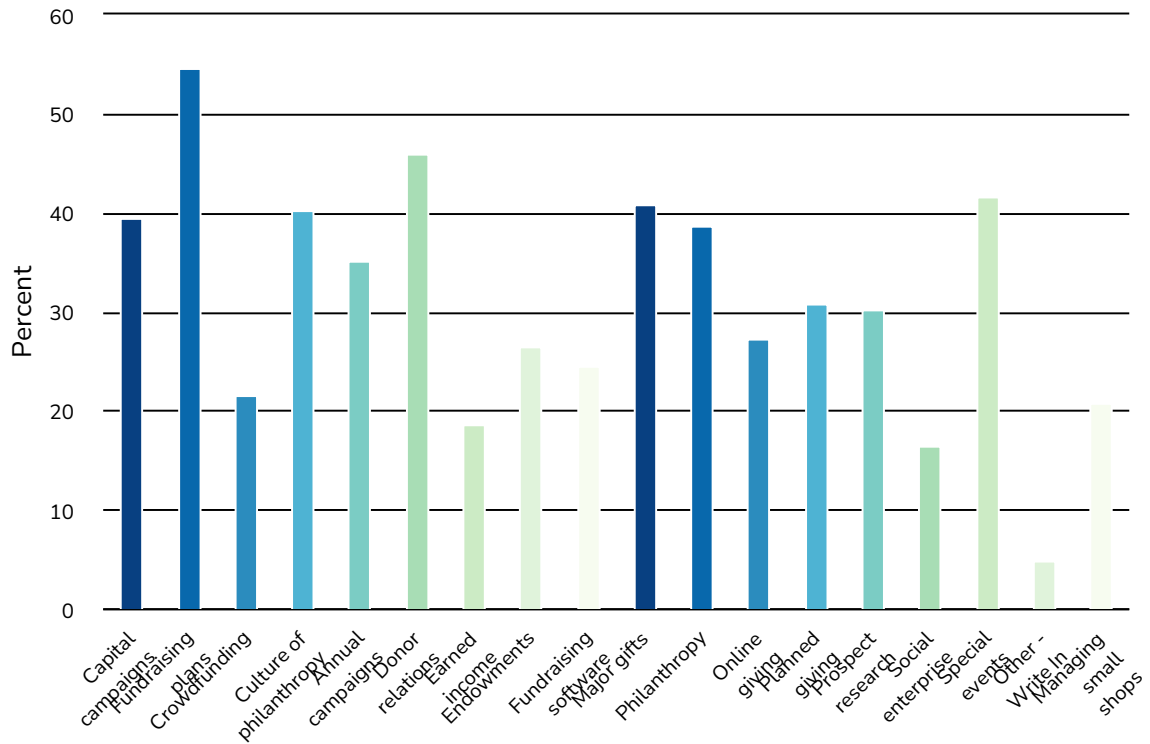
7. Please indicate the finance areas that are important to you in the coming year (please check all that apply).



Value	Percent	Responses
990 requirements	20.9%	29
Annual budgeting	56.1%	78
What is fiscal agency	15.8%	22
Fraud prevention	30.2%	42
Internal controls	39.6%	55
Preparing for an audit	28.1%	39
Financial reporting	42.4%	59
Risk management	43.2%	60
Unrelated business income	15.8%	22
Other - Write In	8.6%	12

Other - Write In	Count
1099s, new FLSA rules, new/old independent contractor tests, sales tax TEXAS	1
Grants	1
How to read a 990	1
N/A	1
Planning for needed salary increases	1
Project/Department budgets	1
ROI	1
Understanding financial statements, reading audits and 990s	1
What foundations look for on the financials when they are reviewing proposals.	1
how to read financial statements	1
n/a national organization	1
Totals	11

8. Please indicate the fund development areas that are important for you in the coming year (please check all that apply).



Value	Percent	Responses
Capital campaigns	39.6%	55
Fundraising plans	54.7%	76
Crowdfunding	21.6%	30
Culture of philanthropy	40.3%	56
Annual campaigns	35.3%	49
Donor relations	46.0%	64
Earned income	18.7%	26
Endowments	26.6%	37
Fundraising software	24.5%	34
Major gifts	41.0%	57
Philanthropy	38.8%	54
Online giving	27.3%	38
Planned giving	30.9%	43
Prospect research	30.2%	42
Social enterprise	16.5%	23
Special events	41.7%	58
Other - Write In	5.0%	7
Managing small shops	20.9%	29

**Other - Write In****Count**

Gala planning

1

Monthly giving campaigns

1

N/A

1

Recurring donor programs

1

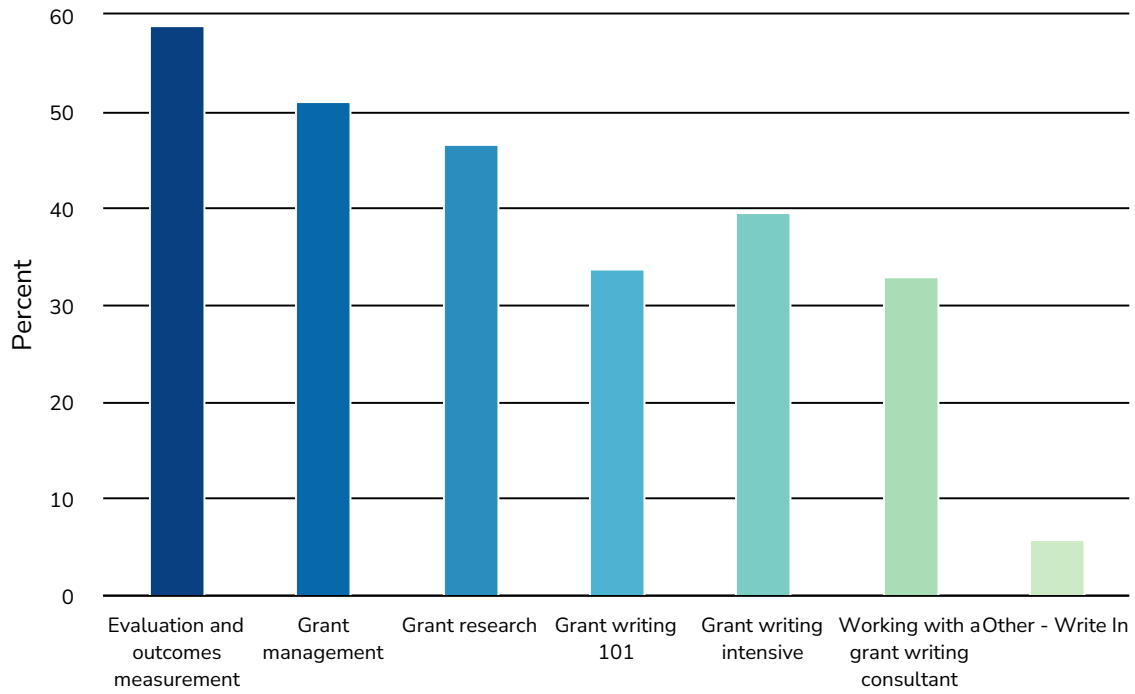
board ambassadorship

1

Totals

5

9. Please indicate the grant related topics that are important for you in the coming year (please check all that apply).



Value	Percent	Responses
Evaluation and outcomes measurement	59.0%	82
Grant management	51.1%	71
Grant research	46.8%	65
Grant writing 101	33.8%	47
Grant writing intensive	39.6%	55
Working with a grant writing consultant	33.1%	46
Other - Write In	5.8%	8



**Other - Write In****Count**

N/A

2

Beginning process for new non-profits under 2 years old

1

Funding opportunities

1

How to become a certified Grant writer

1

NA

1

We do not receive grants

1

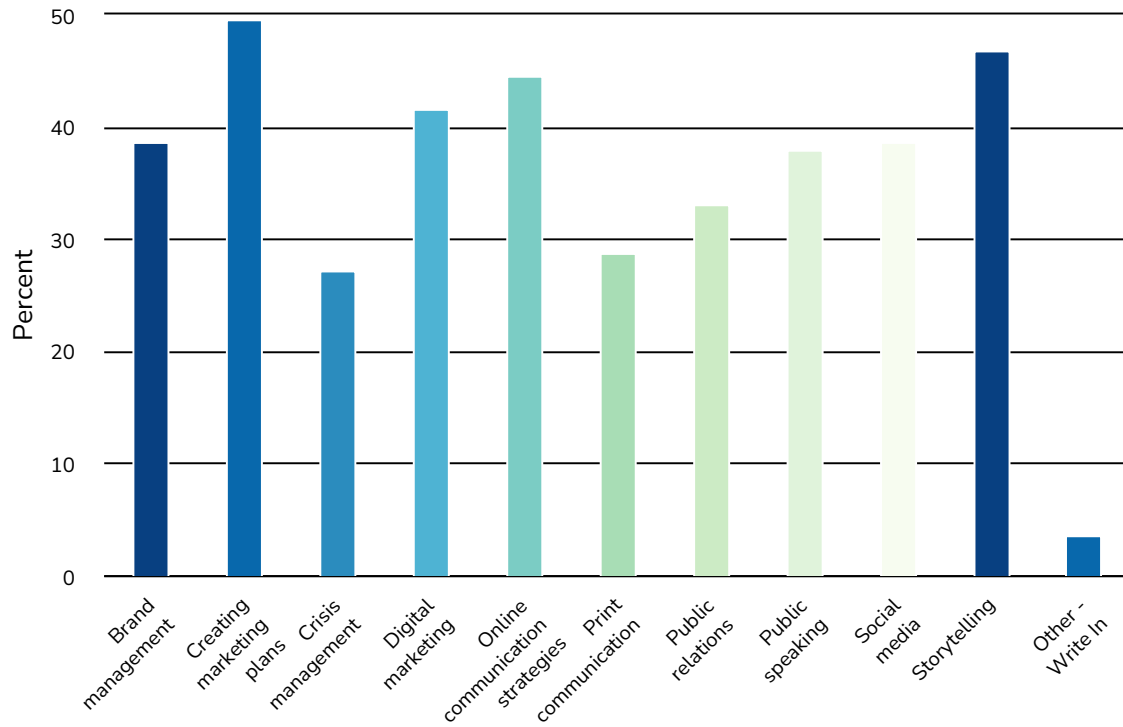
cultivating funder relationships

1

Totals

8

10. Please indicate the top marketing/communications topics that are important for you in the coming year (please check all that apply).



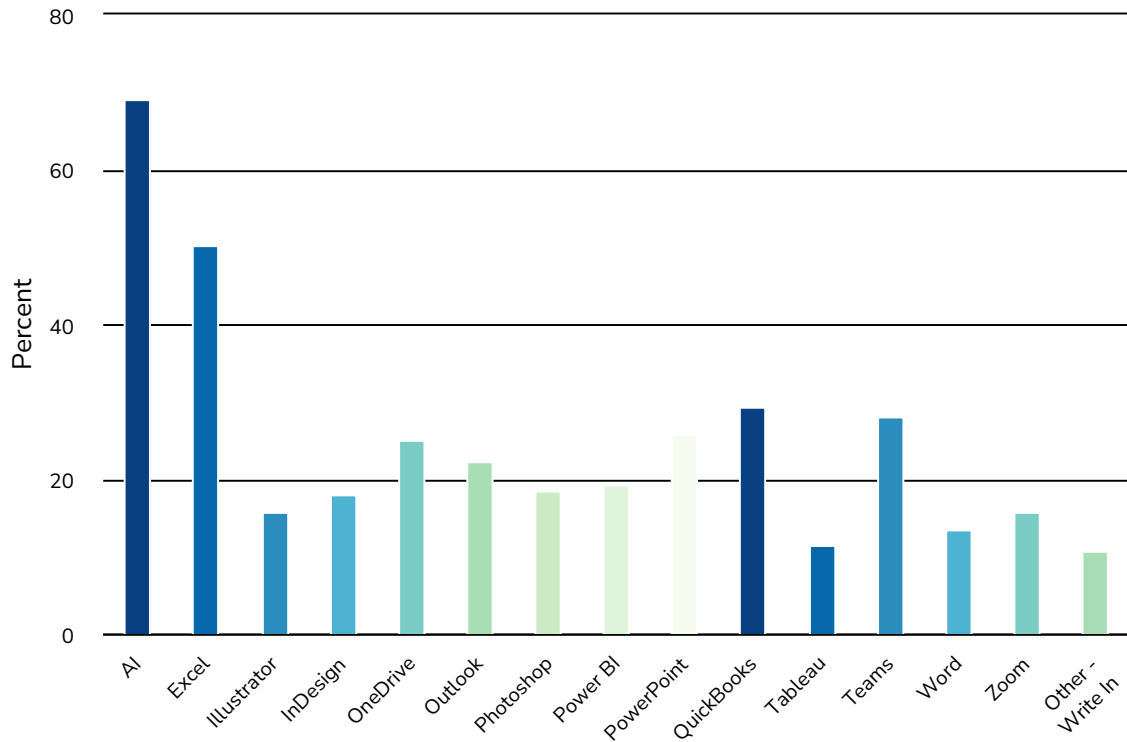
Value	Percent	Responses
Brand management	38.8%	54
Creating marketing plans	49.6%	69
Crisis management	27.3%	38
Digital marketing	41.7%	58
Online communication strategies	44.6%	62
Print communication	28.8%	40
Public relations	33.1%	46
Public speaking	38.1%	53
Social media	38.8%	54
Storytelling	46.8%	65
Other - Write In	3.6%	5

### Other - Write In

### Count

Hoe to Maximize Social Media when you have no time	1
Mass Media/ Radio, TV, Print	1
N/A	1
Radio/ TV/ Print relationships.	1
statewide marketing plan	1
<b>Totals</b>	<b>5</b>

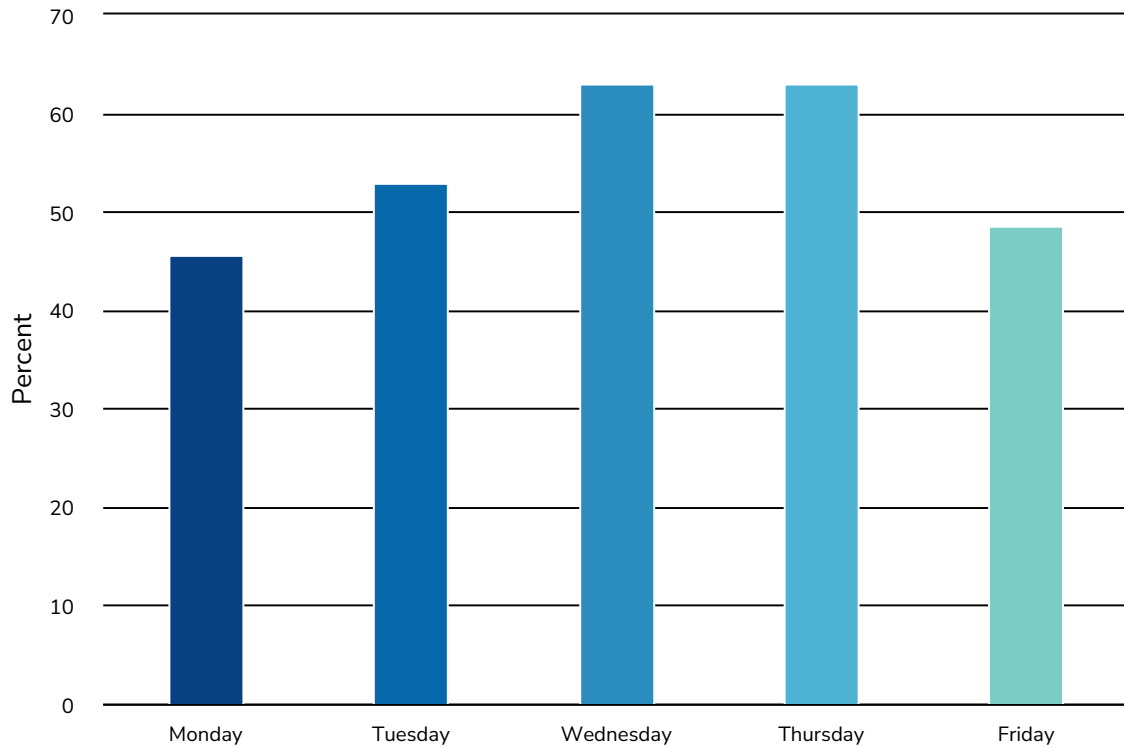
11. Please indicate computer software training areas that are important for you in the coming year (please check all that apply).

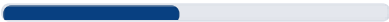


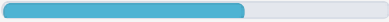



Value	Percent	Responses
AI	69.1%	96
Excel	50.4%	70
Illustrator	15.8%	22
InDesign	18.0%	25
OneDrive	25.2%	35
Outlook	22.3%	31
Photoshop	18.7%	26
Power BI	19.4%	27
PowerPoint	25.9%	36
QuickBooks	29.5%	41
Tableau	11.5%	16
Teams	28.1%	39
Word	13.7%	19
Zoom	15.8%	22
Other - Write In	10.8%	15

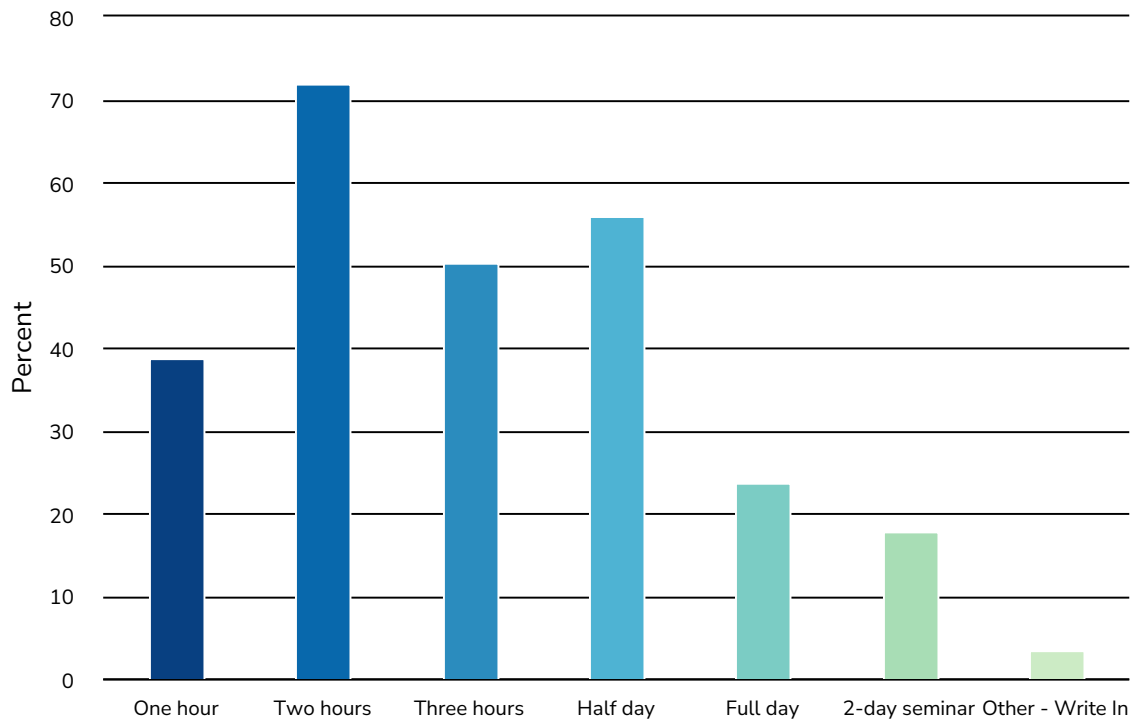
<b>Other - Write In</b>	<b>Count</b>
Canva	4
All Adobe Products	1
CRMs (i.e. Salesforce)	1
DocuSign	1
Google Suite	1
N/A	1
Salesforce	1
Sharepoint	1
Smartsheet	1
eCW	1
none	1
phyton	1
Totals	15

12. Please indicate which days of the week you would prefer to attend training (please check all that apply).



Value	Percent	Responses
Monday	45.7% 	63
Tuesday	52.9% 	73
Wednesday	63.0% 	87
Thursday	63.0% 	87
Friday	48.6% 	67

13. Please indicate the timeframe that you would prefer to attend live training (please check all that apply).



Value	Percent	Responses
One hour	38.8%	54
Two hours	71.9%	100
Three hours	50.4%	70
Half day	56.1%	78
Full day	23.7%	33
2-day seminar	18.0%	25
Other - Write In	3.6%	5



**Other - Write In****Count**

2Flexible

1

Any

1

depends on my schedule

1

depends on topic

1

flexible

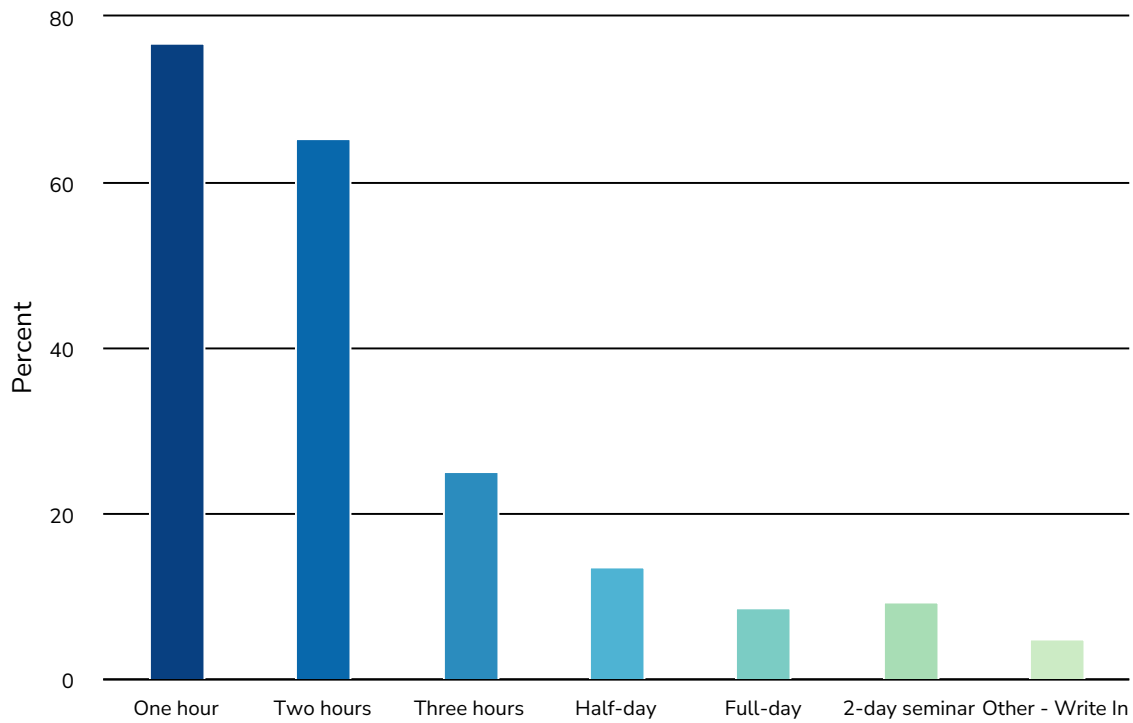
1

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Totals

5

14. Please indicate the timeframe that you would prefer to attend virtual training (please check all that apply).



Value	Percent	Responses
One hour	77.0%	107
Two hours	65.5%	91
Three hours	25.2%	35
Half-day	13.7%	19
Full-day	8.6%	12
2-day seminar	9.4%	13
Other - Write In	5.0%	7

**Other - Write In****Count**

90 min

1

90 minutes

1

Flexible

1

Saturday

1

depends on topic

1

flexible

1

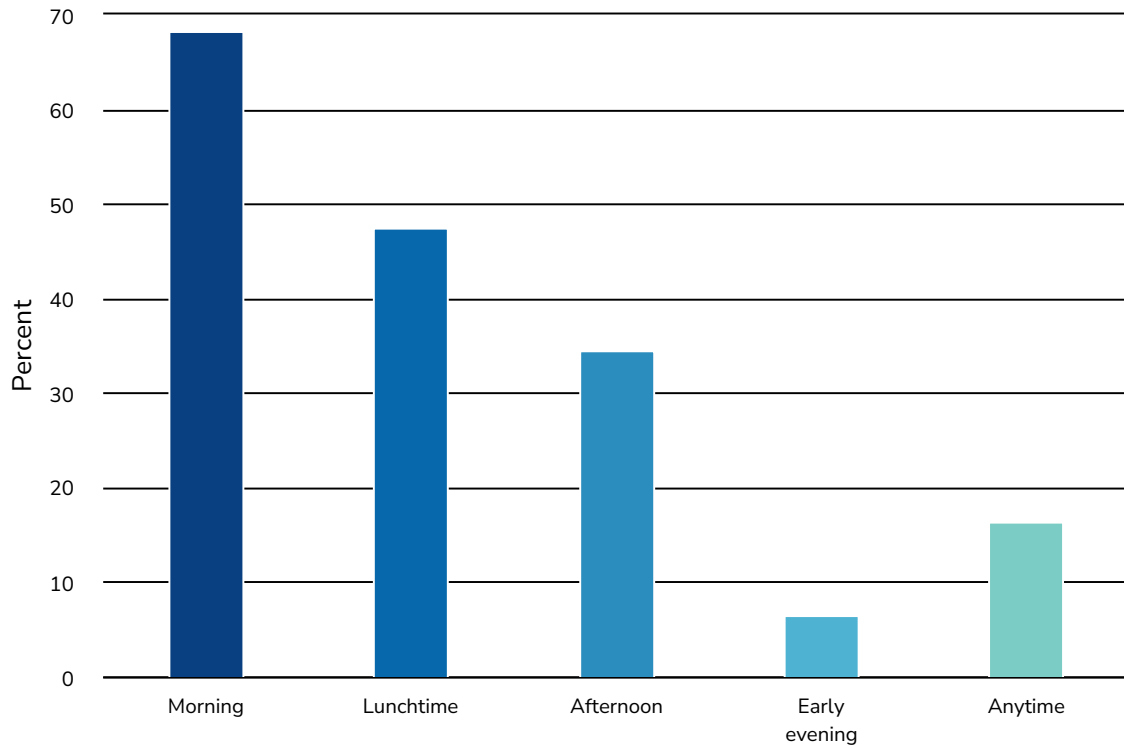
none

1

Totals

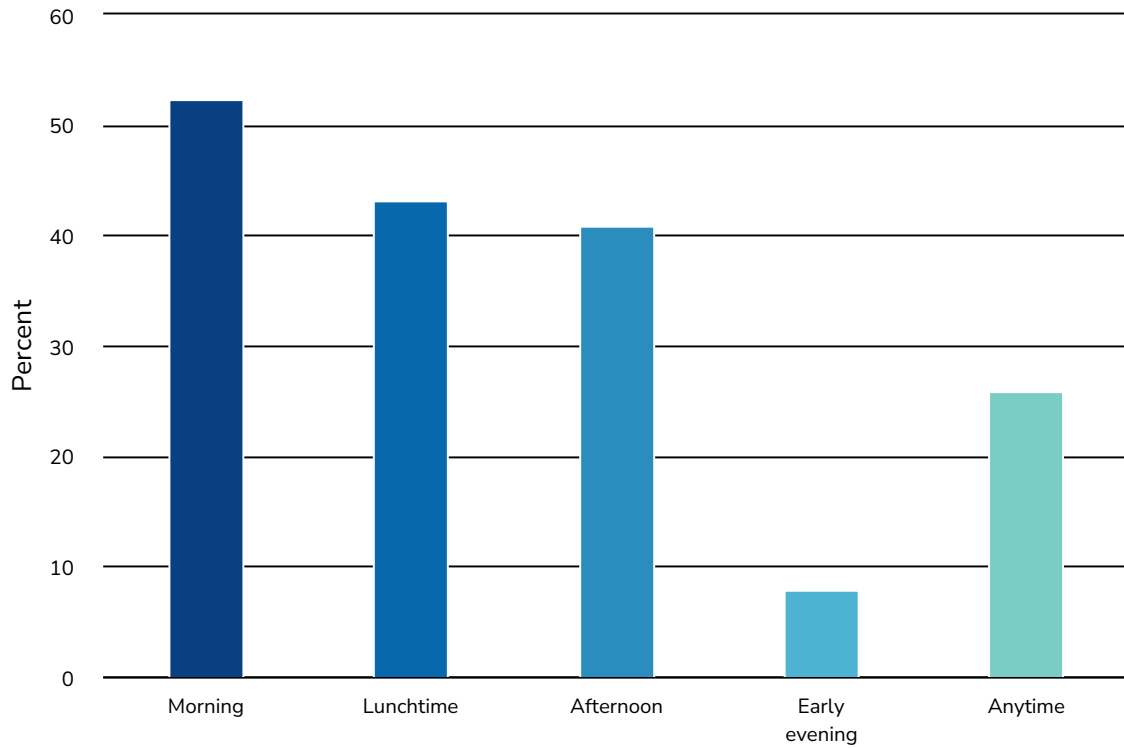
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15. Please indicate which times of day you would prefer to attend live training (please check all that apply).



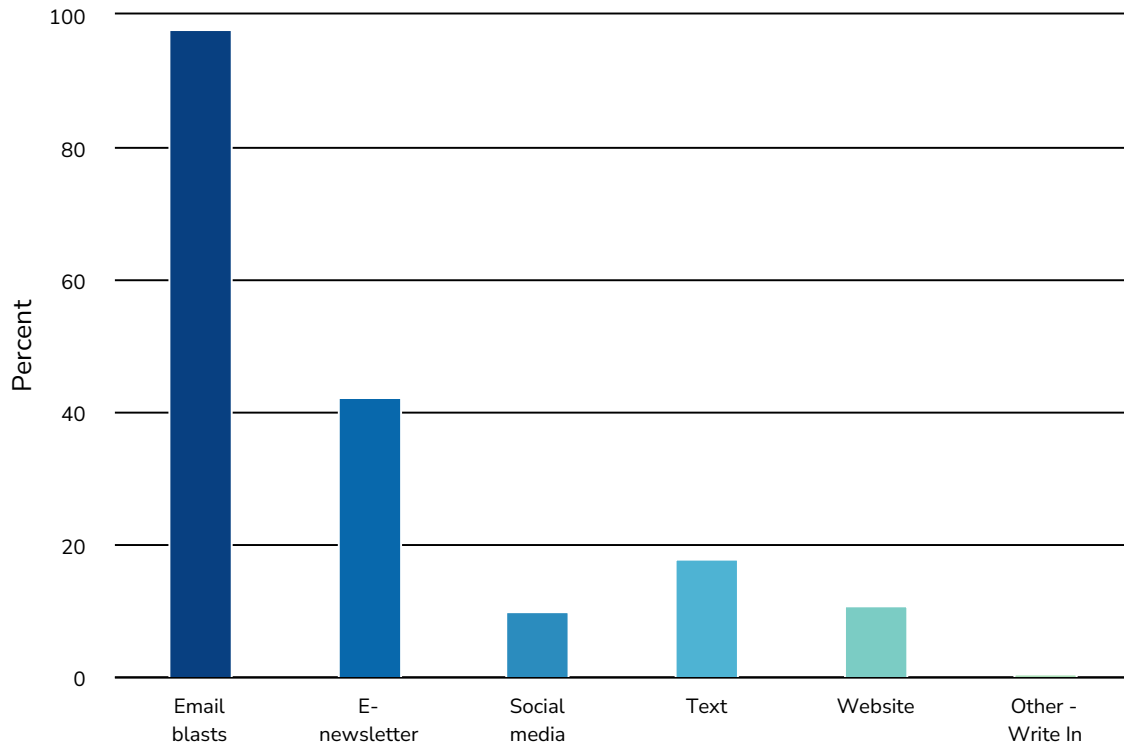
Value	Percent	Responses
Morning	68.3%	95
Lunchtime	47.5%	66
Afternoon	34.5%	48
Early evening	6.5%	9
Anytime	16.5%	23

16. Please indicate which times of day you would prefer to attend virtual training (please check all that apply).



Value	Percent	Responses
Morning	52.5%	73
Lunchtime	43.2%	60
Afternoon	41.0%	57
Early evening	7.9%	11
Anytime	25.9%	36

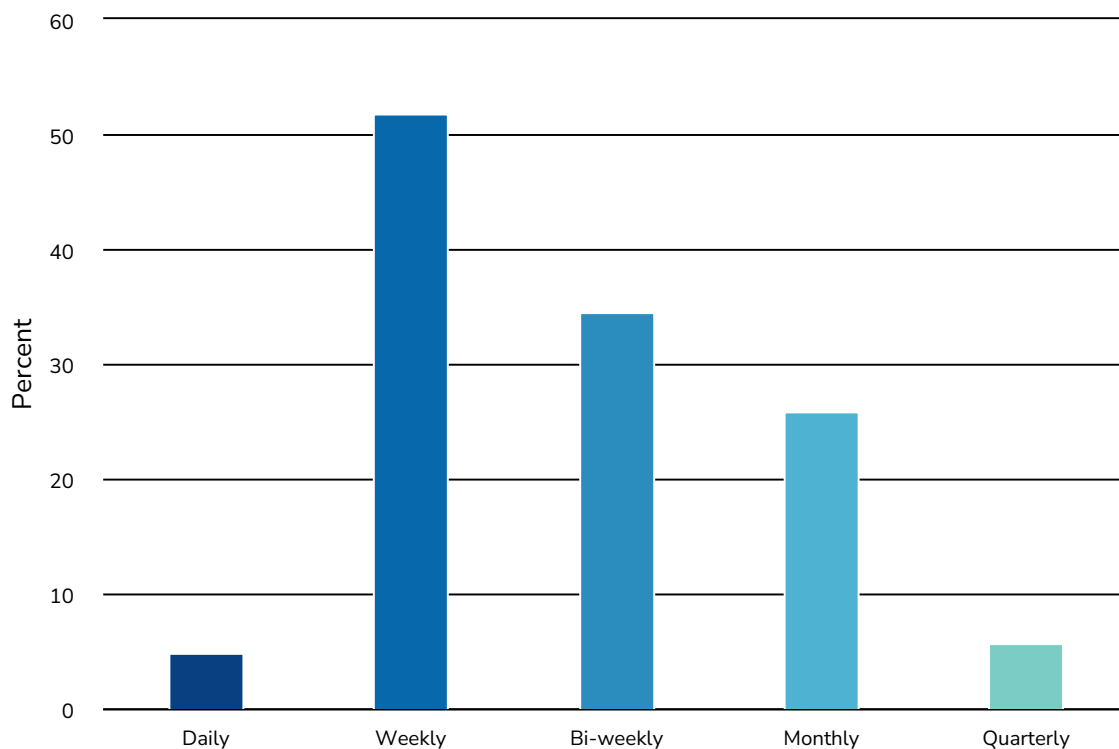
17. How do you prefer to receive information about upcoming training (please check all that apply)?



Value	Percent	Responses
Email blasts	97.8%	136
E-newsletter	42.4%	59
Social media	10.1%	14
Text	18.0%	25
Website	10.8%	15
Other - Write In	0.7%	1

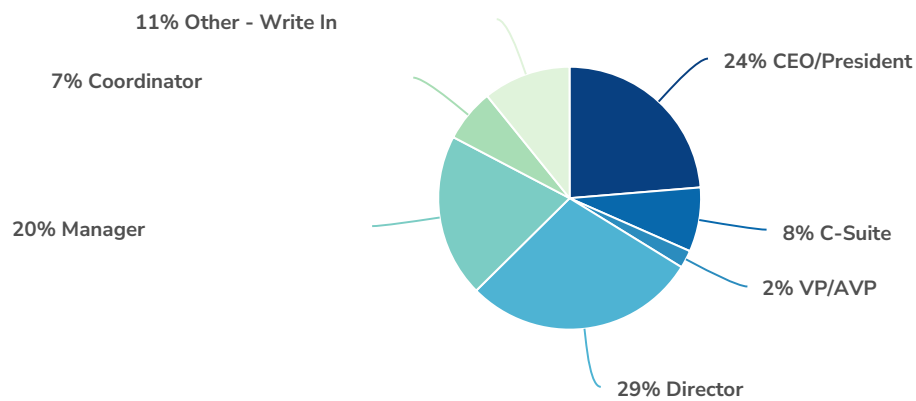
Other - Write In	Count
Phone call	1
Totals	1

## 18. How often would you prefer to receive information?



Value	Percent	Responses
Daily	5.0%	7
Weekly	51.8%	72
Bi-weekly	34.5%	48
Monthly	25.9%	36
Quarterly	5.8%	8

## 19. What is your role in your organization?



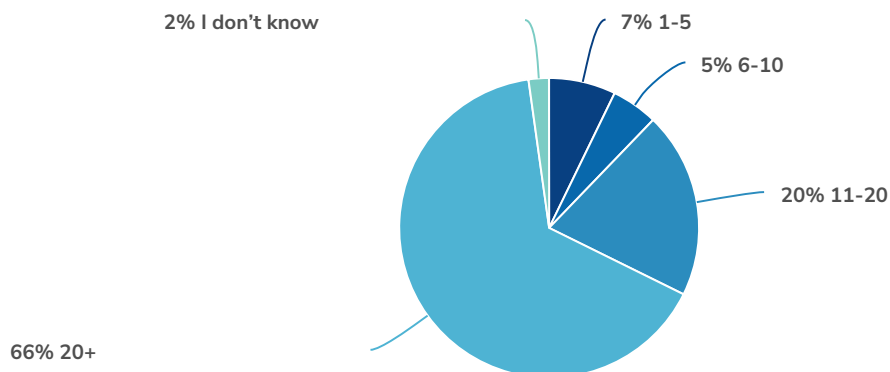
Value	Percent	Responses
CEO/President	23.7%	33
C-Suite	7.9%	11
VP/AVP	2.2%	3
Director	28.8%	40
Manager	20.1%	28
Coordinator	6.5%	9
Other - Write In	10.8%	15

Totals: 139



<b>Other - Write In</b>	<b>Count</b>
FSS	2
Accountant	1
Board Member/Volunteer	1
Board President	1
Board member	1
Business Manager/Administrator	1
Data Analyst	1
Director of Development	1
Executive Director	1
Grant Writer	1
NA	1
Project Manager	1
Senior Career Coach	1
Totals	14

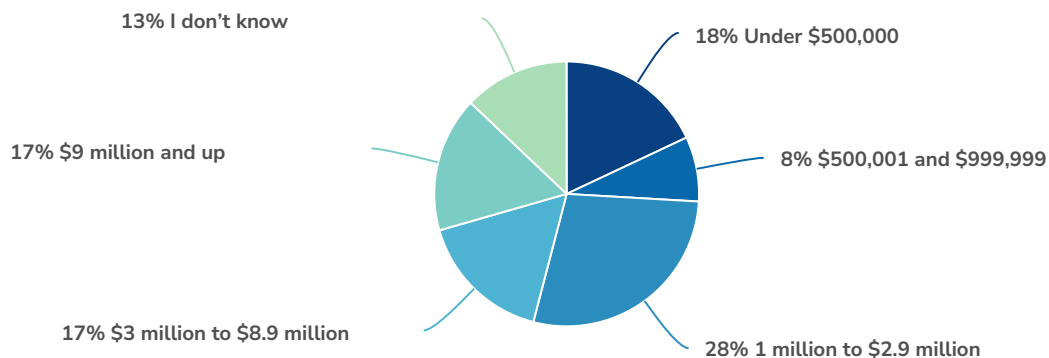
20. The number of years your agency has been in existence.



Value	Percent	Responses
1-5	7.2% 	10
6-10	5.0% 	7
11-20	20.1% 	28
20+	65.5% 	91
I don't know	2.2% 	3

Totals: 139

## 21. What is your annual budget?



Value	Percent	Responses
Under \$500,000	18.0%	25
\$500,001 and \$999,999	7.9%	11
1 million to \$2.9 million	28.1%	39
\$3 million to \$8.9 million	16.5%	23
\$9 million and up	16.5%	23
I don't know	12.9%	18

**Totals: 139**