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Insights & Analysis

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August 21, 2024

Tag, you're it: How one nonprofit created a tagline

Developing a tagline can strengthen brand recognition, grab audience attention, and pique interest in what you do.

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August 12, 2024

Advancing Mission During the August Recess, Part 2

Only a few weeks remain to make sure your elected officials hear about your impact and the challenges you and your communities are facing. Now is the time, when they are home and somewhat relaxed, to build relationships you need to advance your mission.

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August 12, 2024

The Coming Tax Debate

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2023

Nonprofit Workforce Survey Results

Communities Suffer as the Nonprofit Workforce
Shortage Crisis Continues

[2023 Nonprofit Workforce Survey Results](#)

When nonprofits cannot hire enough employees to provide vital services, the public suffers. Data from this survey show increased demand for services, longer waiting lists, and reduced services.

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January 18, 2023

A Storm is Brewing: The Accountant Shortage Is Already Affecting Nonprofits

Nonprofits have historically struggled to recruit and retain accountants, controllers, and CFOs. That struggle is about to get worse due to demographics, impacting both staffing and costs.

- **[Nonprofit Workforce Shortages: A Crisis That Affects Everyone](#)**

While job vacancies in the government and business sectors may cause disappointment, the lack of adequate nonprofit staffing means the public suffers delayed or complete loss of needed services.

- **[Nonprofit Impact Matters: How America's Charitable Nonprofits Strengthen Communities and Improve Lives](#)**

The story of the nonprofit sector, told from the nonprofit perspective for the first time.