

**August 3, 2012**

**NONPROFIT CAREERS: FOLLOW YOUR PASSION AND  
MAKE A LIVING**

**with Teri Lovelace**

- ***Welcome!*** The presentation will start at 12 noon.
- Questions can be typed into the chat room.
- Please check your audio in the audio setup wizard from the tools->audio menu at the top of your Blackboard window.
- A link to the recording of this webinar will be emailed today to everyone who registered



# Nonprofit Careers: Follow your Passion *and* Make a Living

Teri S. Lovelace, Esq.

August 3, 2012

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# Why Me?



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## Learning Objectives:

- **What is the Nonprofit Sector?**
- Why is this Sector Important?
- Is the Nonprofit Sector right for you?
- Types of careers in Nonprofit Sector
- Skills needed to get into this Sector?
- Rewards/Frustrations

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## What is the Nonprofit Sector?

Collective name for institutions and organizations that are *neither government nor business*.

Other names include the **third sector**, the **independent sector**, the philanthropic sector, the voluntary sector, or the social sector.

Outside the United States, nonprofits are often called nongovernmental organizations (NGOs)

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## Some Large Nonprofits

*Forbes* magazine lists top 200 nonprofits:

- United Way #1
- Salvation Army #2
- Feeding America #3
- Others....Kennedy Center; Metropolitan Museum Art; St. Jude's Research; Mayo Clinic; NY Public Library

Doesn't include colleges/ universities; based on private contributions

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## What is the Nonprofit Sector?

Called “nonprofit” --- can charge fees/generate revenues- but can (should) make a profit

Nonprofits, unlike businesses, do not exist to make money for owners or investors \* \*

Working towards specific cause/goal

\* \* Hybrids (B Corps, 3LC)

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## Tax Exempt Status

27 separate IRS sections where organizations can claim exemption from federal income taxes.

501(c)3: “charitable, religious, educational, scientific, literary” and related organizations

501(c)4: social welfare

501 (c)6: Business leagues



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## What is the Nonprofit Sector?

Charities - 501(c)3

Foundations - 501(c)3

Social Welfare/Advocacy Organizations (NOW, NRA, NAACP) 501 (c)4

Professional Trade Associations (Chamber of Commerce) 501(c)(6) - membership

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# 8 Myths of the Nonprofit Sector

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## 8 Myths of the Nonprofit Sector

✓ You can't earn a salary working @ nonprofit

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- ✓ Nonprofits are inefficient



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- ✓ You must fundraise

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- ✓ Nonprofits are inefficient
- ✓ You must fundraise
- ✓ Nonprofits focus on liberal issues

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- **Why is this Sector Important?**

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Sector is **BIG**,  
**GROWING**  
& **HIRING**

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## Nonprofit Sector Size

1.4 Million Nonprofit organizations reported IRS in 2009 (1M public charities)

**19% increase from 1999–2009**

Growth rate > business or government

9% (over 10M) of US workforce employed nonprofits (more automotive, electronics or oil & gas)

2010, nonprofits added \$779B to GDP (5.4%)

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# Nonprofit Sector in Virginia

Virginia's Nonprofit Sector an Economic Force (2008)

Updated report 2012 - this fall

**Nonprofit Employment is 2<sup>nd</sup> only to Retail Trade**

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## Sector is Hiring

Nonprofits Added Jobs Faster than Businesses Last Decade

Nonprofits **average annual rate of +2%**

For profits **average annual rate of -.6%**

(2008 & 2009 for profits cut 4%)

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- **Is the Nonprofit Sector right for you?**



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# Is the Nonprofit Sector for You?

Is it important to work for a cause?

Do you want to do good in society?

Are you more humanitarian than materialistic?

Do you have a well-developed sense of right & wrong?

Do you have strong ideals?



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# Is the Nonprofit Sector for You?

Do intangible rewards mean more than money?

Do you want to be a generalist vs. specialist?

Do you view yourself as more “non-corporate”?

Do you prefer to work where you are personally committed?



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# Personality Fit for Nonprofits

Natural leaders with strong sense of empathy

Passion for helping others

Perseverance in face of setbacks

Versatile

Self starter

Collaborative



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# Finding Your Passion



**“Choose a job you love and you will never have to work a day in your life”  
- Confucius**

- What did you love as a child?
- Eliminate \$ from equation
- What do you do well?

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QUESTIONS???

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- **Types of careers in Nonprofit Sector**

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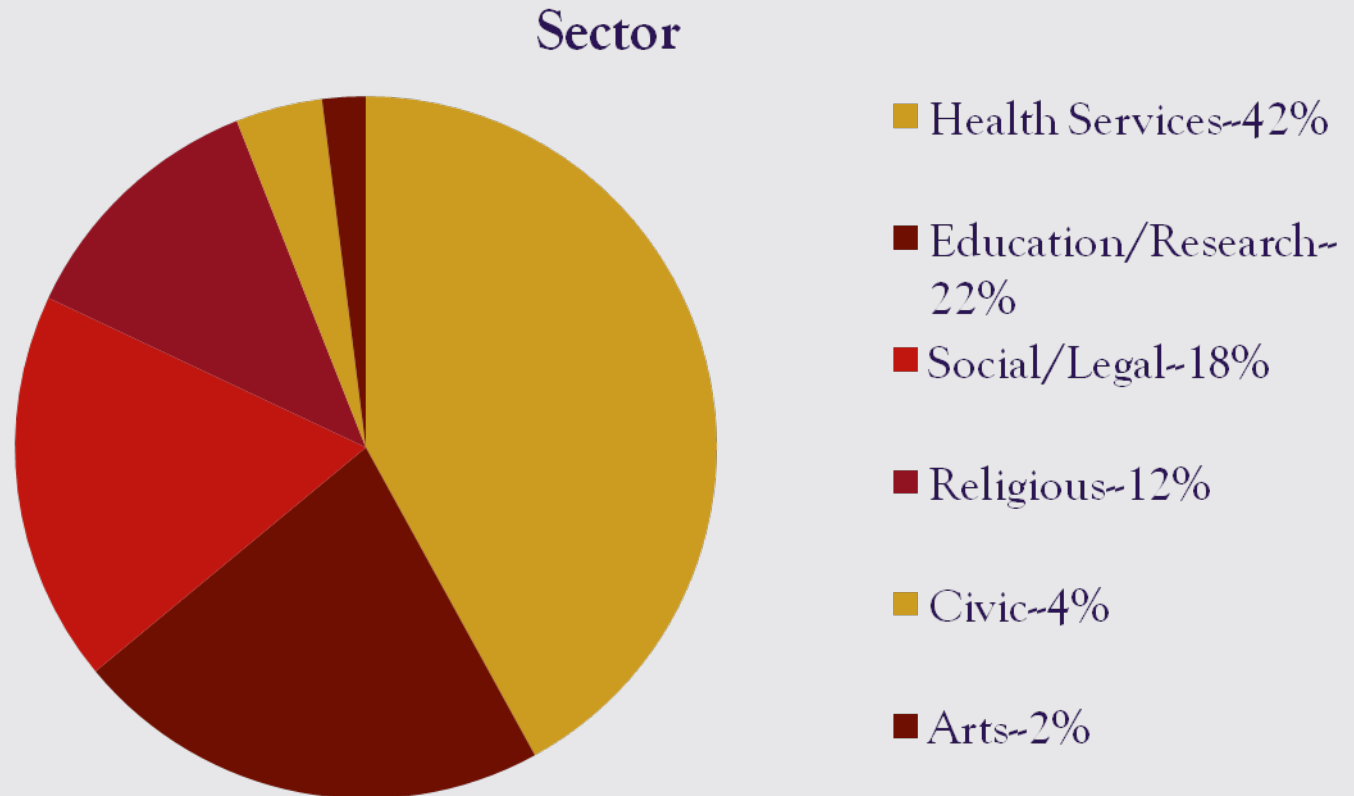
## Nonprofit Jobs

- ❖ Leadership positions (CEO, COO)
- ❖ Program Staff
- ❖ Fundraising/Advancement/Development (\$)
- ❖ IT, Finance, HR, Marketing, Communications
- ❖ Compliance, ethics, risk management

**EVERY JOB IN FOR PROFIT = NONPROFIT JOB**

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# Nonprofit Employment by Sector





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## Nonprofit Salaries Factors

- Size of organization (budget)
- Urban/rural/experience/Guidestar
- Examples - large City
  - Entry level salaries [\$35K -- \$45K]
  - Mid level [\$60K -- \$90K+]
  - Executive level [\$90K -- \$160K]

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## Nonprofit Salaries – nonmonetary perks

- Education Stipends
- Paid Time Off
- Sabbaticals
- College Loan Forbearance (i.e. Teach America)



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- **Skills needed to get into this Sector?**

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# Skills to Acquire

- ❖ Networking
- ❖ Writing & Speaking
- ❖ Finance/Budgeting - understand \$ inflows
- ❖ Project leadership
- ❖ Fundraising/grant writing

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## Experience to Acquire

- ❖ **Volunteer** with nonprofit
- ❖ **Serve** on nonprofit board
- ❖ Take classes on **nonprofit management/** administration
- ❖ Fund Development
- ❖ Grant Writing

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# Networking

- ❖ Informational interviews
- ❖ Association of Fund Raising Professionals (AFP)
- ❖ Virginia Association of Fund Raising Executives (VaFRE)
- ❖ Local community foundations/NP Center
- ❖ Local PPP Council (Partnership Philanthropic Planning )



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- **Rewards/frustrations**

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# Frustrations

- ❖ Mission over Money
- ❖ Not cutting edge for technology
- ❖ Collaborative decision making (**MORE TIME**)
- ❖ Decentralized
- ❖ Influence power – not position power





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# Rewards

- ❖ Alignment of personal values with professional career
- ❖ Passion
- ❖ Higher purpose
- ❖ Reasonable hours
- ❖ Collaborative, decentralized decision making



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## Resources

1. Virginia's Nonprofit Sector: An Economic Force (2008)
2. Professionals for Nonprofits –2011 Philadelphia Salary Ranges
3. Huffington Post: Nonprofit Jobs (3/2012)
4. Nonprofit HR Solutions (2012)
5. Wall Street Journal Online –A Career in Nonprofit (September, 2010)
6. Huffington Post: How to Identify & Pursue Your Passions (10/5/2011)
7. Huffington Post: Making a Difference: The World of Giving Careers in the Nonprofit Sector (6/14/2012)
8. Chronicle of Philanthropy: Nonprofits Added Jobs Faster Than Businesses Last Decade (1/19/2012)
9. Career Opportunities in Nonprofit Management Columbia Office of Career Services (2007)
10. Independent Sector—[www.independentsector.org](http://www.independentsector.org)
11. Foundation Center – [www.fdncenter.org](http://www.fdncenter.org)
12. Idealist.org –[www.idealist.org](http://www.idealist.org)
13. Network for Good—[www.networkforgood.org](http://www.networkforgood.org)

Questions?

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*Thank you for participating in today's webinar!*

- A link to the recording of this webinar will be emailed today to everyone who registered
- Friday Aug 17 at 12pm:  
**RESUMES THAT LAND INTERVIEWS**
- Register at [alumni.virginia.edu](http://alumni.virginia.edu). Go to “Career Services” then “Webinars & Events”