

2019 BERKSHIRE NONPROFIT NEEDS ASSESSMENT SUMMARY OF RESULTS

The NPC implemented a Needs assessment Survey in the spring of 2019. Sixty-two nonprofits responded out of a universe of approximately 400 (Confidence level 90%, Margin of error: 9.5%). While most of the 62 responses came from NPC members (79%), the nonmember portion is enough to provide some variety and balance. Likewise, the mix of executive, development and marketing voices also provides a nice balance of perspectives.

Three areas stood out for growth potential:

#1 Training [72.6%]

While the NPC has been regularly offering single workshops once or twice a month, offerings need to be expanded and deepened to meet the demand. For example, the following four "types of trainings" were cited by a high percentage of the respondents as offerings they would like to see:

- Half-day workshops.
- Workshop series (e.g., monthly, for deeper dive into topic areas).
- Guest speaker presentations.
- Webinars (NPC will be partnering with other organizations to offer webinars and also produce some of our own)



Some other key points related to training:

- Respondents prefer morning 2-3-hour workshops and multi-workshop series that allow for a deeper understanding of the topic.
- Preferred senior leadership training topics include fundraising, strategic planning, and board motivation and development.
- General management training interests include motivation and staff retention, work/life balance, time management, and managing difficult people.



#2 Networking [64.5%]

The most desired networking opportunities include:

- Speaker series (High potential for doing this, given experts we have available).
- Regular gatherings (e.g., after work).
- Executive Director Breakfasts.

3 Shared Resources

Nonprofits are most interested in exploring group health insurance and sharing back office services. The NPC is investigating various models and options.

OTHER POINTS OF INTEREST

Roundtable Discussions:

Suggested topics:

- **HR:** Hiring, benefit packages, salaries, employee handbooks, firing people, burnout, and flexible work schedules.
- **Fundraising:** Collaborating on grant applications, capital campaigns, fundraising events, and fundraising in a competitive environment.

Note: In February 2020 the NPC began offering "Office Hours" featuring experts on topics such as HR to make personal consultations affordable for nonprofits.

Public Conversations:

Suggested topics:

- How nonprofits impact the Berkshires.
- Diversity and inclusion.
- Volunteer management.
- Greatest needs in the county.
- Collaborative initiatives.

Note: The Nonprofit Center is currently collaborating with several other organizations on volunteer programs and training. The first volunteer fair took place at Saint James Place in Great Barrington on November 15, 2019. Additional volunteer fairs are scheduled on April 15, 2020 at MCLA in North Adams and on April 23, 2020 at the Brigham Center in Pittsfield.



Our appreciation goes to Bob Voss of Growth River Consulting and our Nonprofit Advisory Board for crafting the assessment survey.