

Subject of the Survey

Nonprofit Finance Fund's third annual 'State of the Nonprofit Sector' survey asked nonprofit professionals a series of financially focused questions examining their experiences in 2010 and their expectations for 2011.

Our core inquiries:

- Are nonprofits financially equipped to manage the demand for services?
- What are their financial expectations and perceptions of their future financial situation?
- What actions are they taking and planning to take in response to their current and possible future situation?

Questions asked respondents about:

- Key organizational characteristics (sector, geography, budget)
- The state of nonprofits' finances at the end of fiscal year 2010 and financial expectations for FY 2011;
- The state of various revenue streams in FY 2010 and expectations for FY 2011.
- What financial and programmatic actions they took in FY'10, and plan to take in FY'11.

How the Survey was Conducted

The survey was conducted directly within Zoomerang and through a Zoomerang portal embedded in NFF's site. Data was aggregated online by Zoomerang. Respondents are anonymous unless they explicitly chose to identify themselves.

Target Population and Method of Outreach

We asked nonprofit managers at organizations nationwide to participate in the survey. We reached out to nonprofits through a variety of web-based platforms:

- Mass email promotion to:
 - NFF's email lists of past and current clients
 - List of contacts nationwide collected through Guidestar
- Twitter
- Facebook
- Net Squared (Tech 4 Good online blog)
- Linked In
- YouTube

Our regional locations— via our 8 offices located throughout the Mid-Atlantic, Northeast, Midwest, and West Coast—also disseminated locally through their own networks of funders and nonprofit associations/umbrella organizations. We also asked partners—NFF board members and various consultants and colleagues in the nonprofit community— to disseminate the survey information and link to nonprofits in their broad networks. NFF and various said constituents also sent reminders to fill out the survey at intervals prior to the close date.



Avenues of outreach had varying levels of response rates.

The results of this survey reflect the responses of networks and outreach vehicles available to NFF and is not random by scientific standards. As a result, the conclusions drawn from this survey may not represent the nonprofit sector as a whole.

Time Frame

The 2011 Survey opened on January 12th and closed February 15th. Within that time period, 1,935 organizations submitted responses. The Survey follows up on NFF's 2010 and 2009 Surveys, which were conducted within the same two-month time period, from mid-January to mid-February of the two previous years.

Survey Questions

The Survey asked 32 questions, including demographic information on organization sector, budget size, and state. (See full survey results for wording used for each question).

Question Types

- Yes/No
- Multiple Choice
 - In which organizations could only select one answer
 - In which multiple answers could be selected
- "Interval" scale questions
 - In which organizations identified whether something increased significantly, increased slightly, stayed the same, or decreased.
 - In which organizations identified increase/decrease by a defined number or percentage
- Open-ended text questions
 - In which organizations wrote in anecdotal information, stories, situations, or additional information when appropriate

Survey Results

Survey data is available in full aggregated form and on the basis of any slice of sector, geography, or characteristic available via the survey questions. Available results in each category vary based on the number of respondents. The results of this survey are not weighted for statistical significance and, therefore, may over- or understate differences between demographic or other respondent groups.

To learn more about the survey or view full results, visit us online at nonprofitfinancefund.org.