



Comprehensive Guide to Nonprofit Salaries

A study of 2019 nonprofit salaries in the United States
and Canada



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Introduction

At Keela, we love the nonprofit sector. And we especially love seeing nonprofits grow. When your team starts taking on more donations, increasing your capacity, and enabling you to create a bigger community impact, you will likely run into a few growth challenges like:

- Do we hire more people?
- How much should we pay them?

These are positive problems to have, and it just means that you are growing and growing well.



About this Research

Since nonprofit burnout is a very real thing - *just ask thought leaders like Beth Kanter* - it's important to start looking at the things that matter most to the organization treating your employees with sustainability in mind. That includes a competitive salary. We know that landing on an acceptable salary range is difficult, especially with the limited resources we have in the sector.

But the best place to start is by looking at what others in the same market are paying. This will give you a good idea of the range to start playing around with. We decided to find the answer to one question: How much do nonprofit staff make in the USA and Canada?

This is of particular interest to us because we are in the business of building nonprofit capacity. So we will be tracking this information year-over-year, to present you with ongoing findings and trends.

About the data: These salaries are from November 2019. This is US and Canadian national data from Glassdoor and PayScale and includes total compensation, including salaries, bonuses and other benefits. Nonprofit salaries vary widely. Industry, company size, geography and experience are all major factors. 27,927 people responding from various data sets.

How much do nonprofit staff get paid?

For the answer, we looked to publicly sourced data from PayScale. Here, we found 27,927 respondents from various sets of data who responded with salary in inquiries for various positions within the nonprofit sector.

We decided to look at a few of the most popular positions:

- Program Coordinator
- Program Manager
- Fundraising Manager
- Executive Director
- CEO

We looked specifically at the average salary, without looking at bonuses or any extra income as these varied quite a bit. And then we looked specifically at the US and Canada in USD and CAD, respectively.

Here is the data and some of the interesting findings:

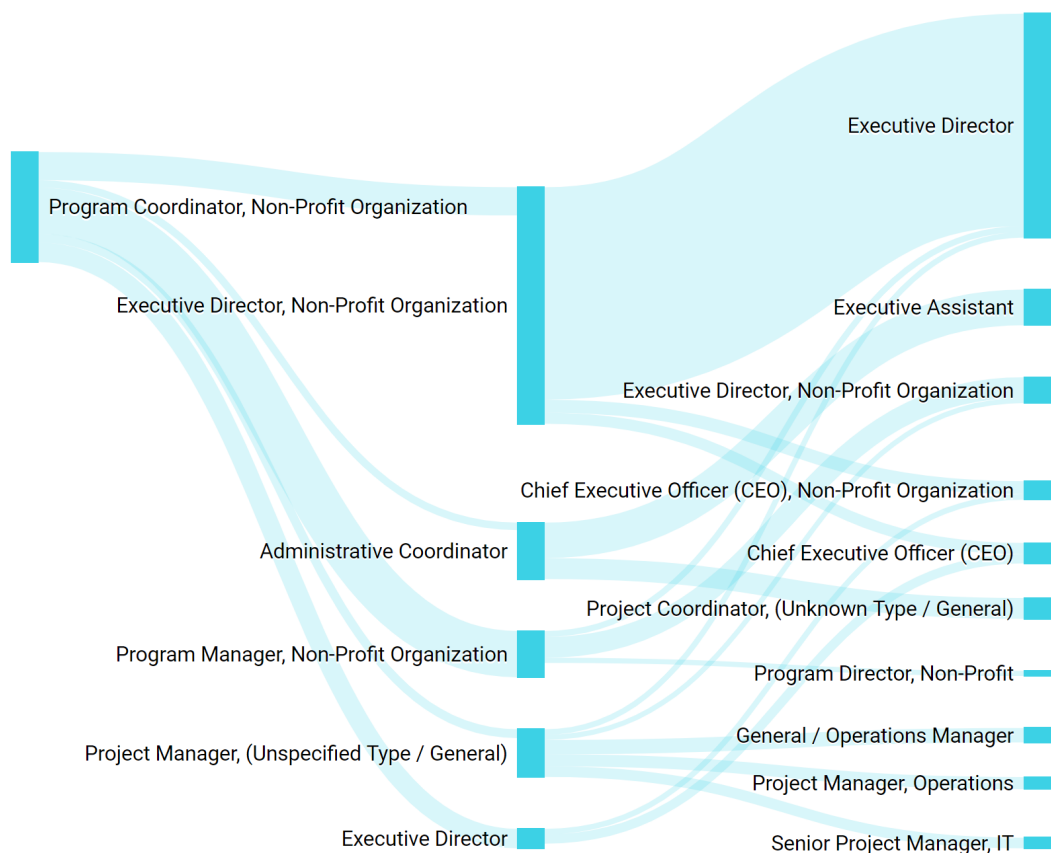
Nonprofit Job Title	Average Salary (November 2019 - USA)	Average Salary (November 2019 - Canada)
Program Coordinator	\$42,630	C\$44,236
Program Manager	\$51,167	C\$56,001
Fundraising Manager	\$54,543	C\$57,467
Executive Director	\$65,732	C\$66,549
CEO	\$105,408	C\$104,057

What career paths exist in the nonprofit sector?

The exact same study took a look at some of the most popular job paths and progressions within the nonprofit sector. As we can see in the visual below, the paths are varied – with many leading towards the role of an eventual Executive Director.

Because of the nature of work in the nonprofit sector, individuals are forced to wear multiple hats. And while this can be a leading contributor for burnout, it also helps to build a multi-disciplinary staff, with a wealth of skill. So it's no surprise that Program Coordinators branch out to all areas of the nonprofit as careers progress.

There is no straight line to leadership roles or higher salary brackets in the sector. There seldom is when it comes to career paths, but this is underscored even more with the nonprofit sector.



Guidelines for writing nonprofit job descriptions

When your organization grows, things tend to get a bit more complex. The need is greater, and the programs get a bit more robust. You might find yourself having to put together a new job description on the fly. Here are some high-level role descriptions to help guide you.

Sample Job Description for Program Coordinator

Program Coordinators are important to the operation of a nonprofit organization. Often responsible for running a certain program or segment of a nonprofit, they often work on the frontlines, working with the population the nonprofit serves. They collaborate with other departments to make strategic decisions about how to create strategic impact.

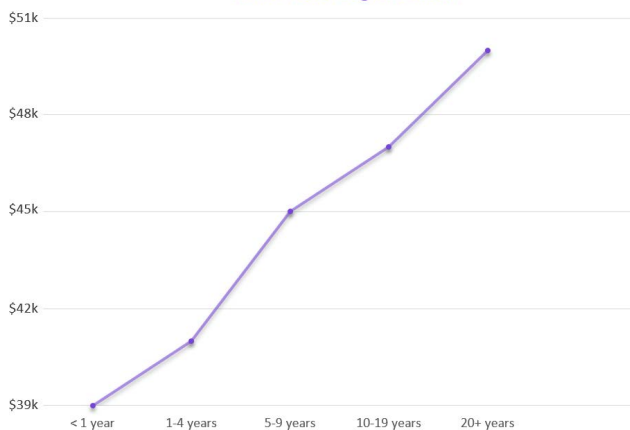
Some common tasks include:

- Manage administration of nonprofit program
- Promote nonprofit organization
- Oversees program staff/volunteers

What skills to look out for in a candidate:

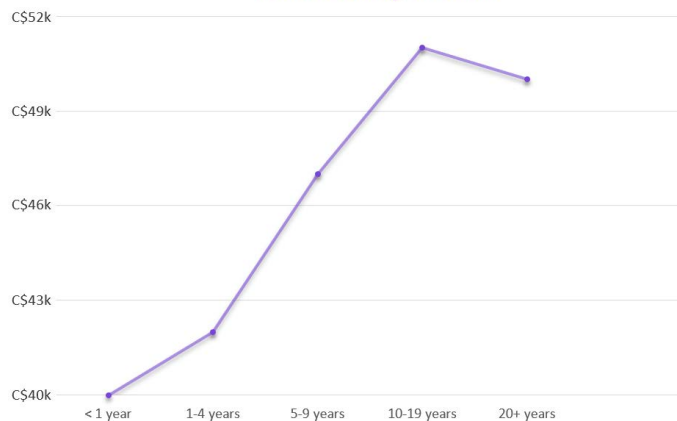
- Microsoft Office
- Project management
- Strategic planning

Pay by Experience Level for Program Coordinator, Non-Profit Organization



Average salaries in USD

Pay by Experience Level for Program Coordinator, Non-Profit Organization



Average salaries in CAD

Guidelines for writing nonprofit job descriptions

Sample Job Description for Program Manager

Program Managers deal a lot with the alignment of projects to the overall goals of the organization. They work closely with volunteers and other program staff, while handling budgets and the activities of the program itself.

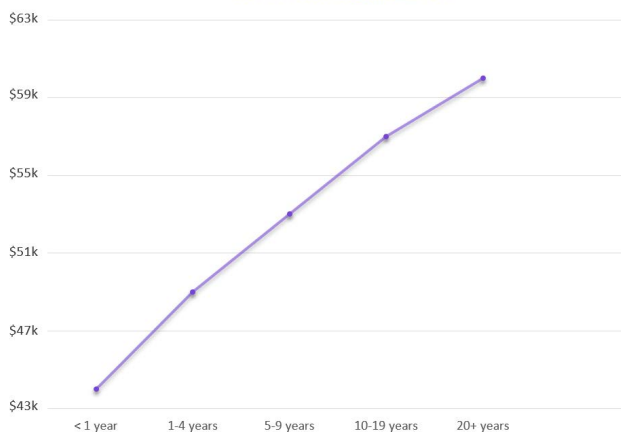
Some common tasks include:

- Manage administration of program
- Work with other members of the organization in support of goals
- Oversee training and management of staff/volunteers

What skills to look out for in a candidate:

- Team leadership
- Clinical supervision
- Project management

Pay by Experience Level for Program Manager,
Non-Profit Organization



Average salaries in USD

Pay by Experience Level for Program Manager,
Non-Profit Organization



Average salaries in CAD

Guidelines for writing nonprofit job descriptions

Sample Job Description for Fundraising Manager

The Fundraising Manager is responsible for ensuring the organization has necessary funding to function. This individual creates fundraising strategies, detailing how they can receive financial support. They are also responsible for leading fundraising efforts on an individual, corporate and grants level. They are responsible for building a strong donor base.

Common tasks include:

- Develop strategic plan to raise money for organization
- May also be responsible for the financial condition of the organization
- Oversee fundraising efforts by writing grants, researching foundations, and implementing fundraising strategies

What skills to look out for in a candidate:

- Fundraising
- Excel
- CRM expertise

Pay by Experience Level for Fundraising Manager, Non-Profit Organization



Average salaries in USD

Pay by Experience Level for Fundraising Manager, Non-Profit Organization



Average salaries in CAD

Guidelines for writing nonprofit job descriptions

Sample Job Description for Executive Director

Often the top-level executive in a nonprofit organization. This individual will work closely with the board of directors and is ultimately responsible for the day-to-day operations of the organization. This individual guides the vision and direction of the organization as established by the board.

Common tasks include:

- Oversee and direct general fundraising activities and grant applications
- May act as a source of everyday operations for members on the board
- Supervise and direct nonprofit staff

What skills to look out for in a candidate:

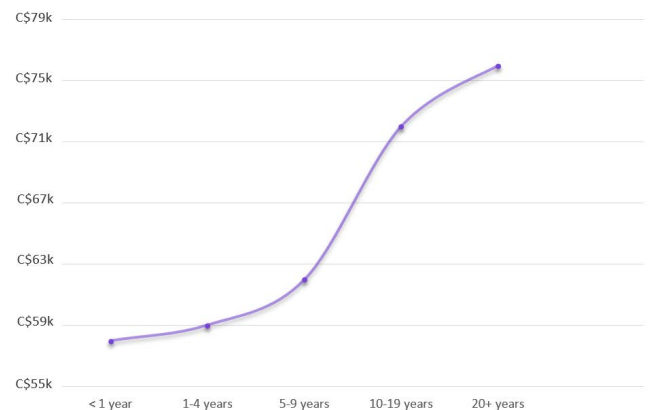
- Strategic planning
- Leadership
- Organizational development

Pay by Experience Level for Executive Director,
Non-Profit Organization



Average salaries in USD

Pay by Experience Level for Executive Director,
Non-Profit Organization



Average salaries in CAD

Guidelines for writing nonprofit job descriptions

Sample Job Description for CEO of a Nonprofit

Some larger nonprofits will also have a CEO. This individual is responsible for overseeing the company's functions and employees. They might also be responsible for overseeing the finances on a periodic basis. They also work closely with the board of directors, and help to drive initiatives that build the organization's mission and vision.

Common tasks include:

- Determine overarching goals and initiatives
- Drive strategic planning, business development and fiscal operation
- Establish positive relationships with stakeholders and other business leaders

What skills to look out for in a candidate:

- Budget management
- Fundraising
- Operations management
- People management



Growth goals for your nonprofit

Your growth goals as a nonprofit – *including your goals to grow your team with new hires and roles* – are directly tied to your ability to raise more money. By using software to automate a lot of the administrative process of raising money, you are able to narrow down your focus to the things that really matter in your day-to-day.

Leveraging the power of technology will also help you open the door to new fundraising opportunities. For example, technology like Keela can help you start leveraging the power of online tools.

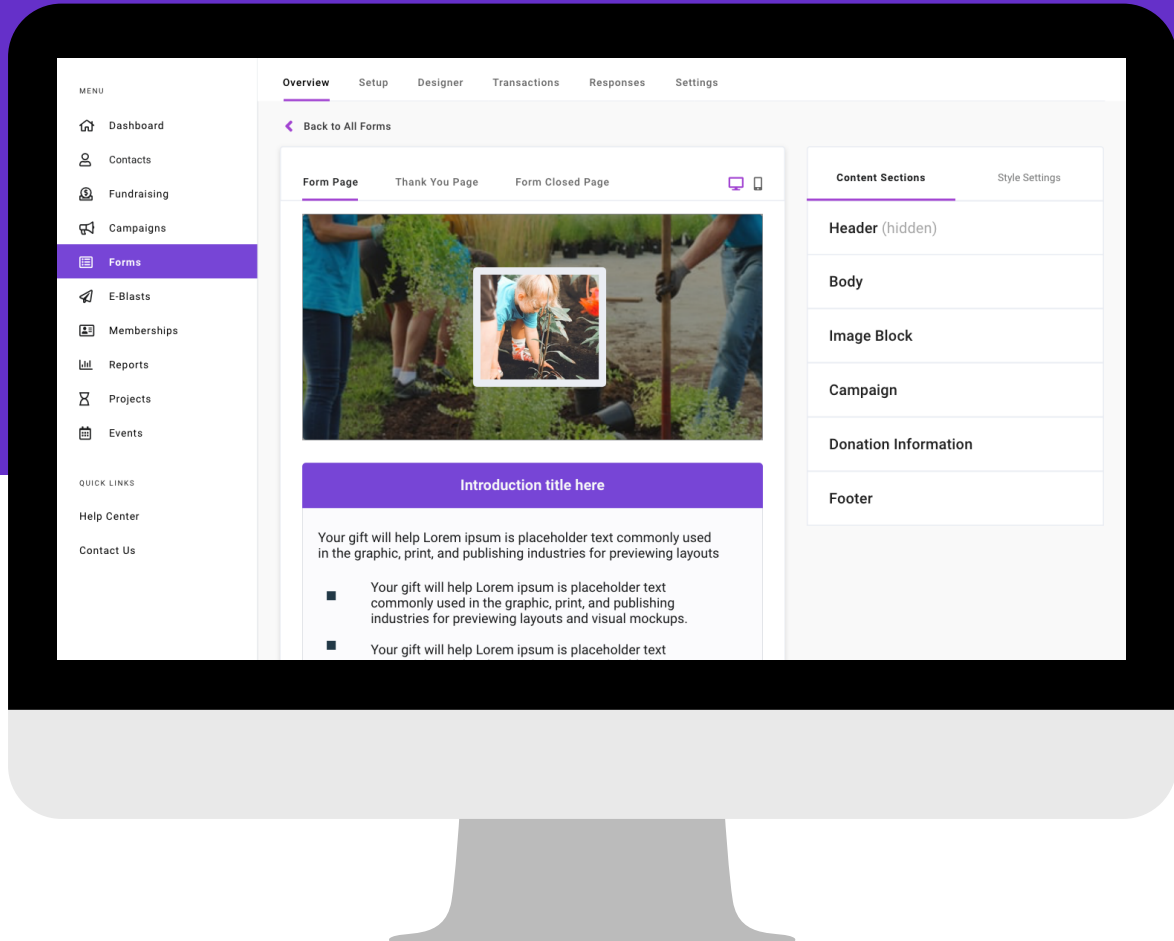
Increasingly, individuals are finding charities and other initiatives to support through their social channels. Potential donors are interacting with your organization and your brand through the internet. And if you don't have a mechanism to allow them to support you through this medium, you've lost a ton of opportunity.

Keela allows you to build online donation forms and have them live directly on your website. The great thing about this is that this donation form can be completely customizable, offering a few benefits:

- Your branding is consistent
- You keep donors on your website instead of redirecting them to a third party credit card processor - *one thing that is often overlooked is a donor's comfort level when processing a donation online.* keeping them on your website, with your consistent branding helps to put donors at ease.
- All information collected on the form are automatically captured in the CRM, meaning you have consistent data.

This is just one example of the ways that technology can help you grow your nonprofit's bottom line through online fundraising. This leads to increased capacity, increased community impact and eventually the ability to increase the headcount of your team.

SMART NONPROFIT MANAGEMENT STARTS TODAY



**Build custom donation forms
and remove barriers to giving**

BOOK A DEMO →