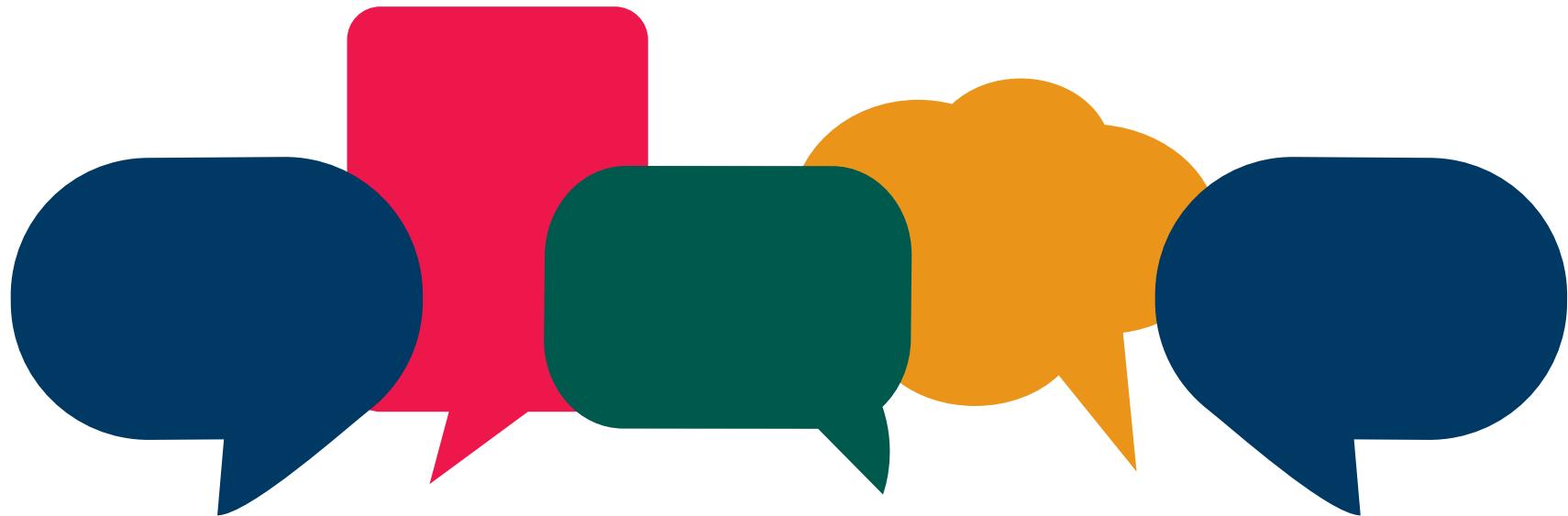




Hawai'i
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Hawaii Nonprofit Consulting and Training **NEEDS SURVEY**



DECEMBER 2016

We are pleased to present the Hawaii Nonprofit Consulting and Training Needs Survey Results, a collaborative effort of Hawaii Community Benefit Consultants (HCBC), Aloha United Way (AUW), the Hawaii Alliance of Nonprofit Organizations (HANO), and the Hawaii Community Foundation (HCF). The purpose of this survey is to identify training and consulting needs in the local nonprofit community.

METHODOLOGY. The survey was designed by HCBC and JLI Consulting, with input from AUW, HANO, and HCF. It was administered with Survey Monkey, the online survey platform, and disseminated by AUW, HANO, and HCF through their respective email networks from August 9, 2016, to September 1, 2016. During this period, 256 responses were received from a wide range of nonprofit organizations from every sector, of every size.

EXECUTIVE SUMMARY. The survey asked nonprofit organizations to indicate their consulting and training needs within five categories of urgency (urgent [0-6 months], moderate need [6-12 months], future need [> 1 year], identified need but can't afford in the foreseeable future, and no anticipated need).

- **Fund Development/Grants** is the most pressing need over the next 12 months.
- **Communications/Public Relations** and **Leadership/Staff Development** are in the top three most important consulting and training needs in every time frame (0-6 month, 6-12 months, > 1 year).

- Local nonprofits identify **Executive Coaching, Organizational Strategic Planning**, and **Events** as consulting and training needs that they have, but cannot afford.
- The least anticipated consulting and training needs are the areas of **Legal/Mediation, Policy/Advocacy**, and **Human Resources**.
- Respondents were provided an open field to comment on the greatest challenge, other than additional funding, that their organizations are facing. Topics that received the most comments included **human resource** challenges (66), **funding** (44), **strategic planning** (33), **public relations/marketing** (27), **board development** (19) and **volunteers** (16).

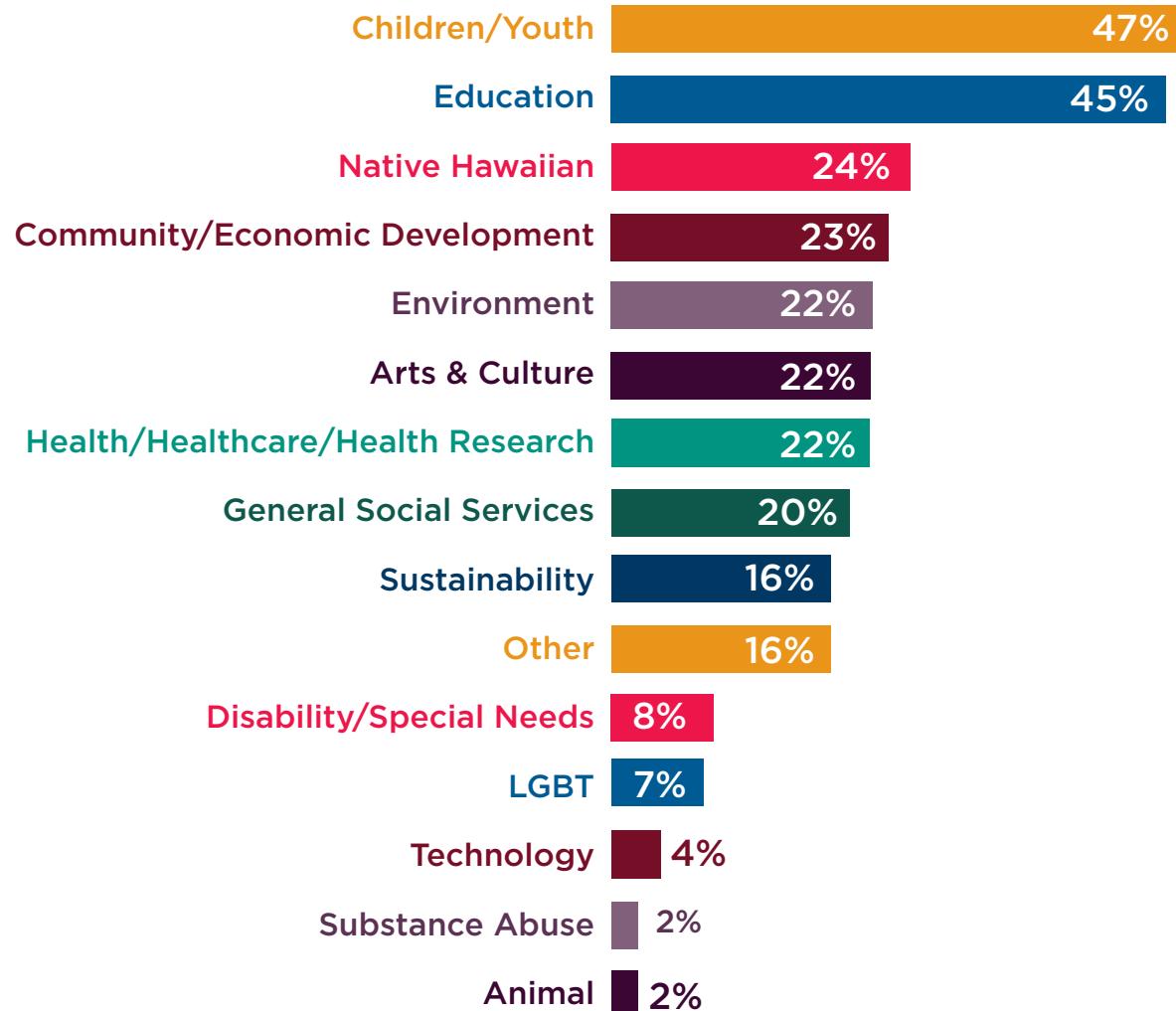
NEXT STEPS. Over the next several months, HCBC plans to engage in a series of discussions with AUW, HANO, and HCF regarding ways in which we can collectively address consulting and training needs in the local nonprofit sector. Possible strategies may include development of collaborative training and consulting methods or opportunities.

We attribute the meaningful number of responses to the participation of AUW, HANO, and HCF, and are deeply grateful to these organizations for their help, as well as the many nonprofit professionals who took time out of their busy schedules to respond to the survey.



Youth- and education-focused nonprofits represent the largest portion of survey respondents.

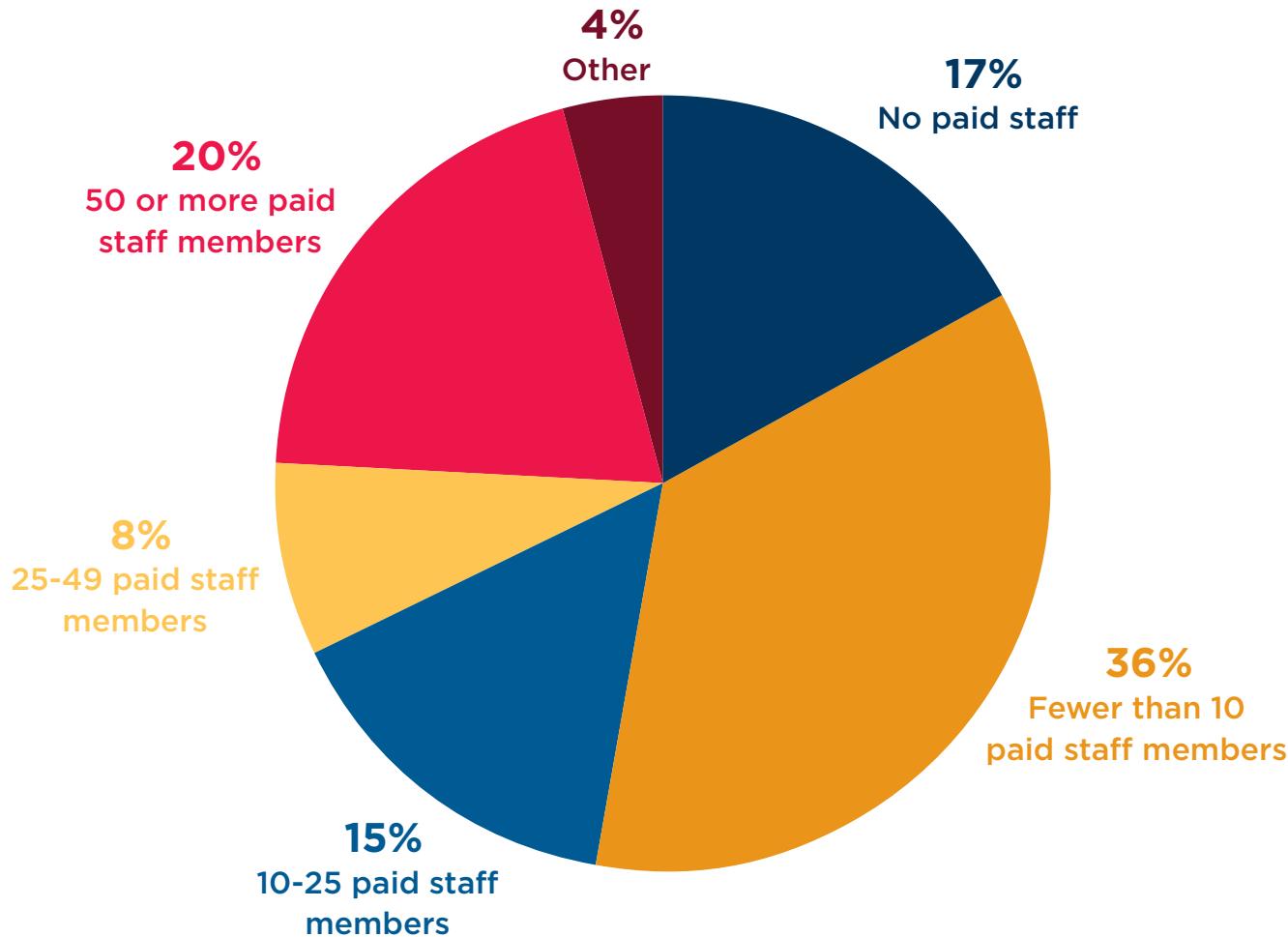
(Total respondents, n=256)





More than half of respondents have fewer than 10 paid staff members.

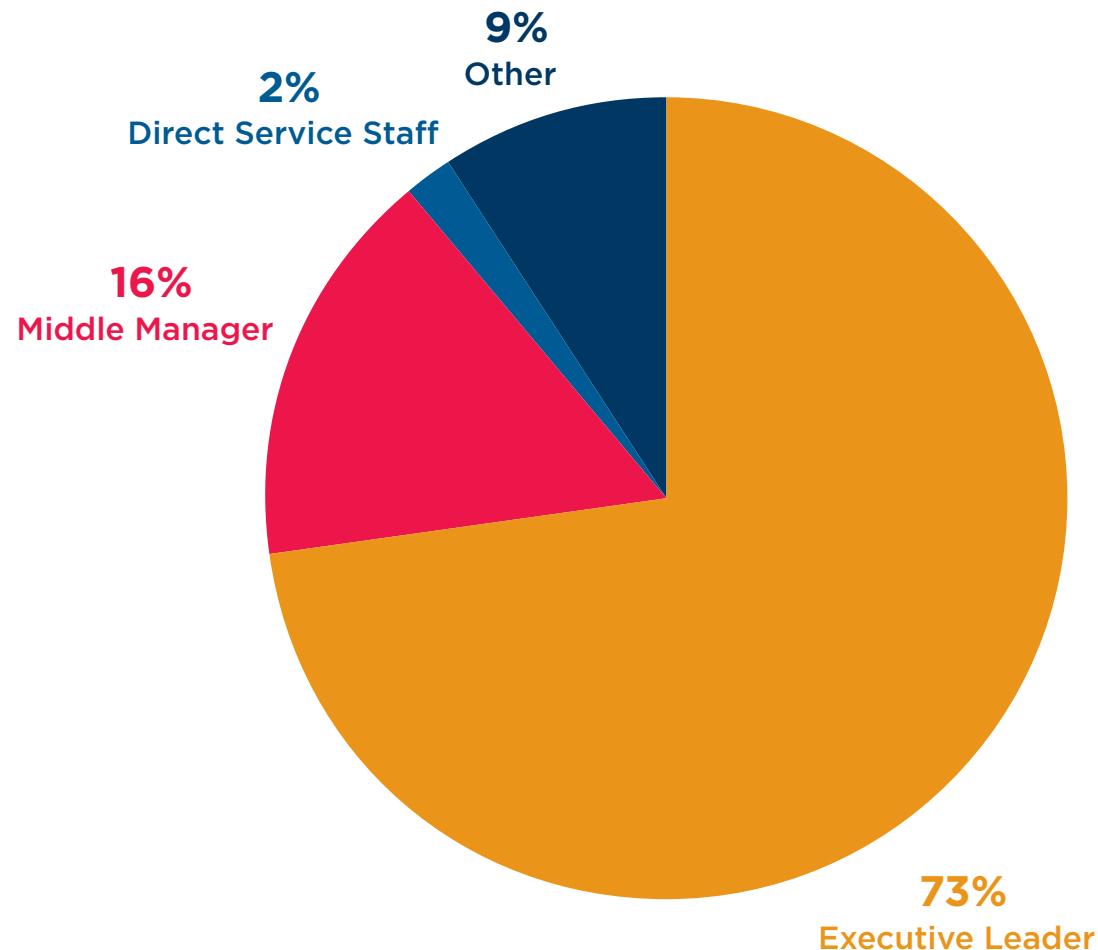
(Total respondents, n=255)





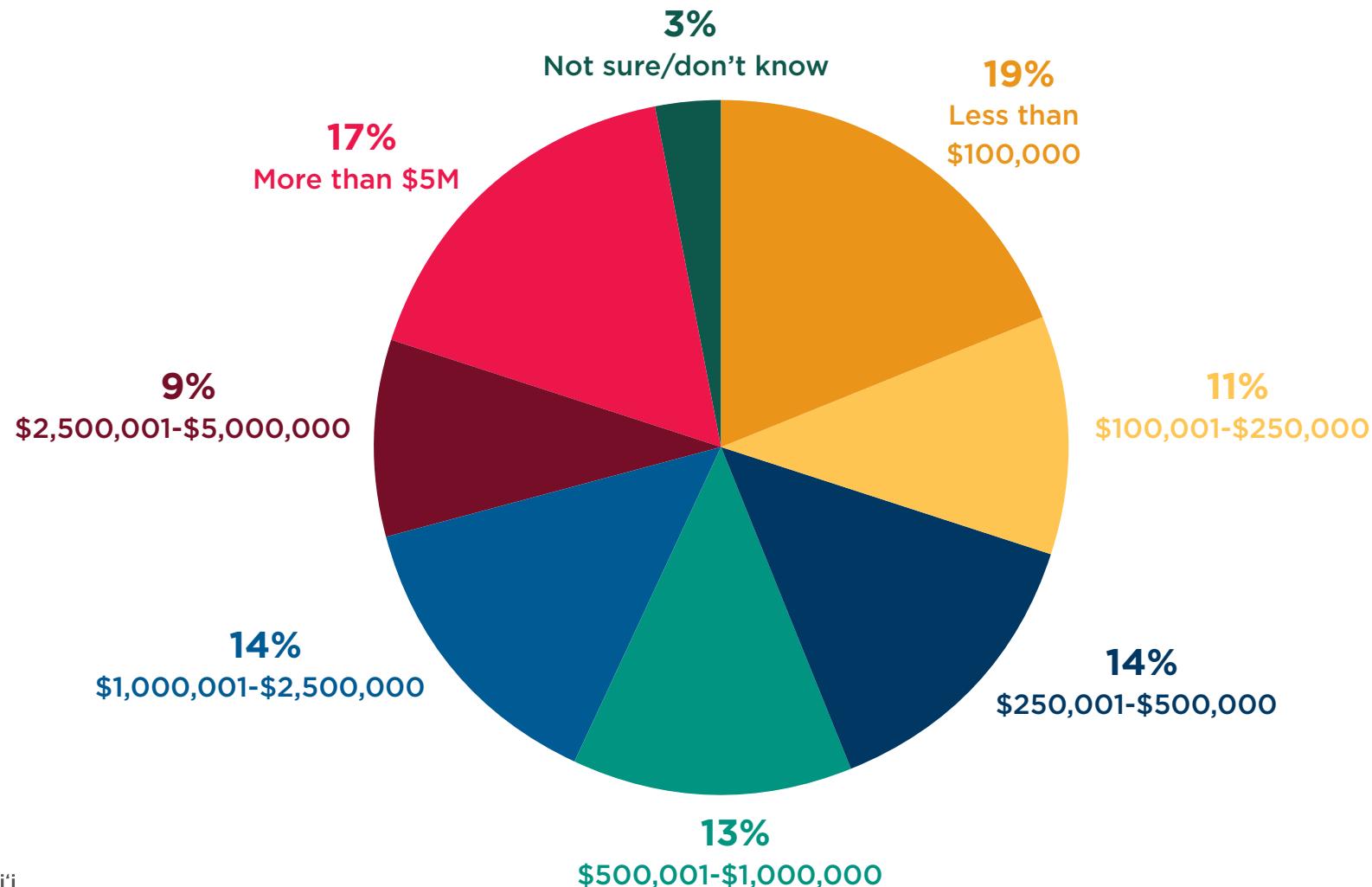
Nearly three-fourths of survey respondents are executive leaders at their organizations.

(Total respondents, n=256)



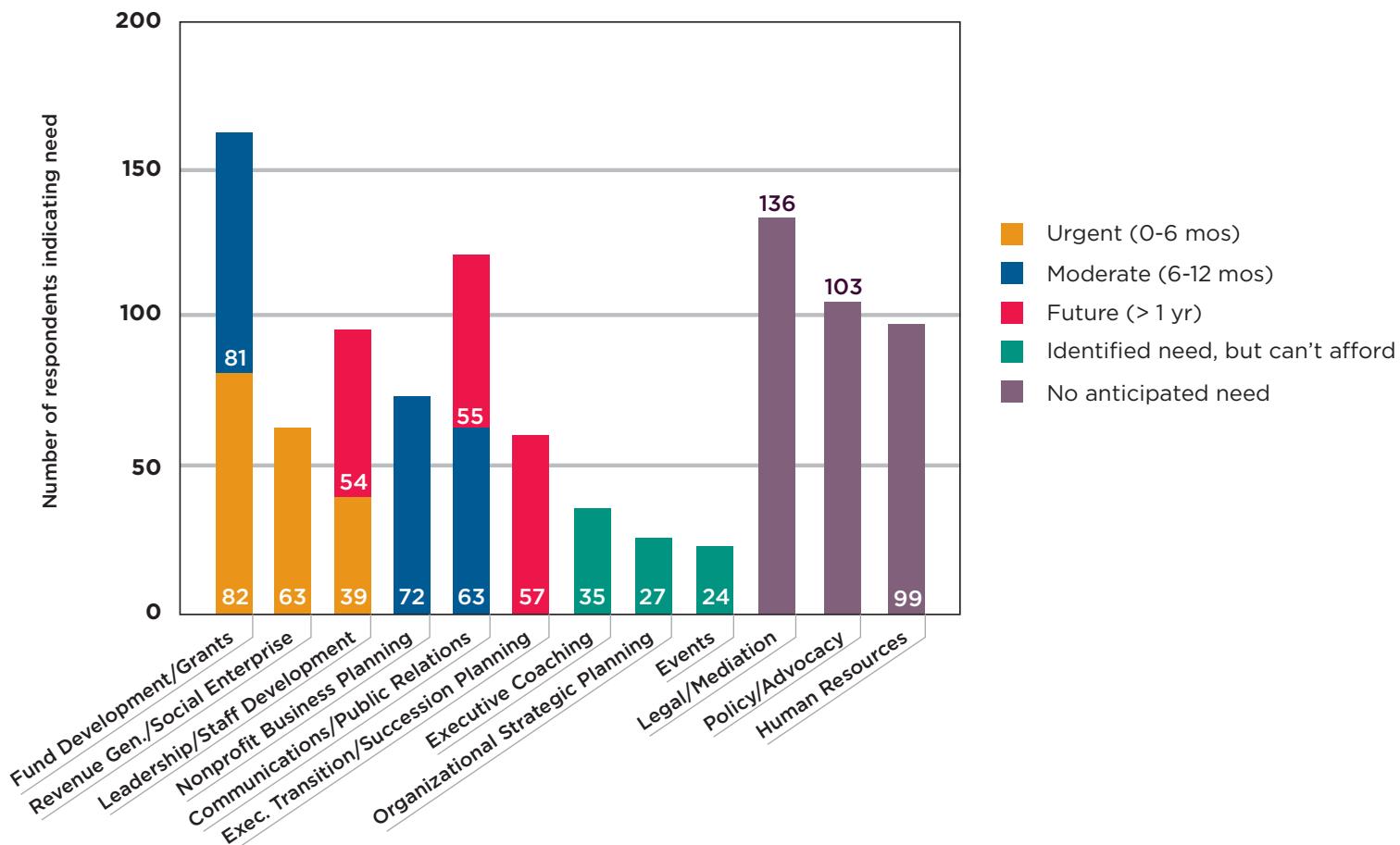


More than 40% of respondents' organizations have annual operating budgets of \$500,000 or less; nearly one-fifth operate on annual budgets of less than \$100,000. (Total respondents, n=256)

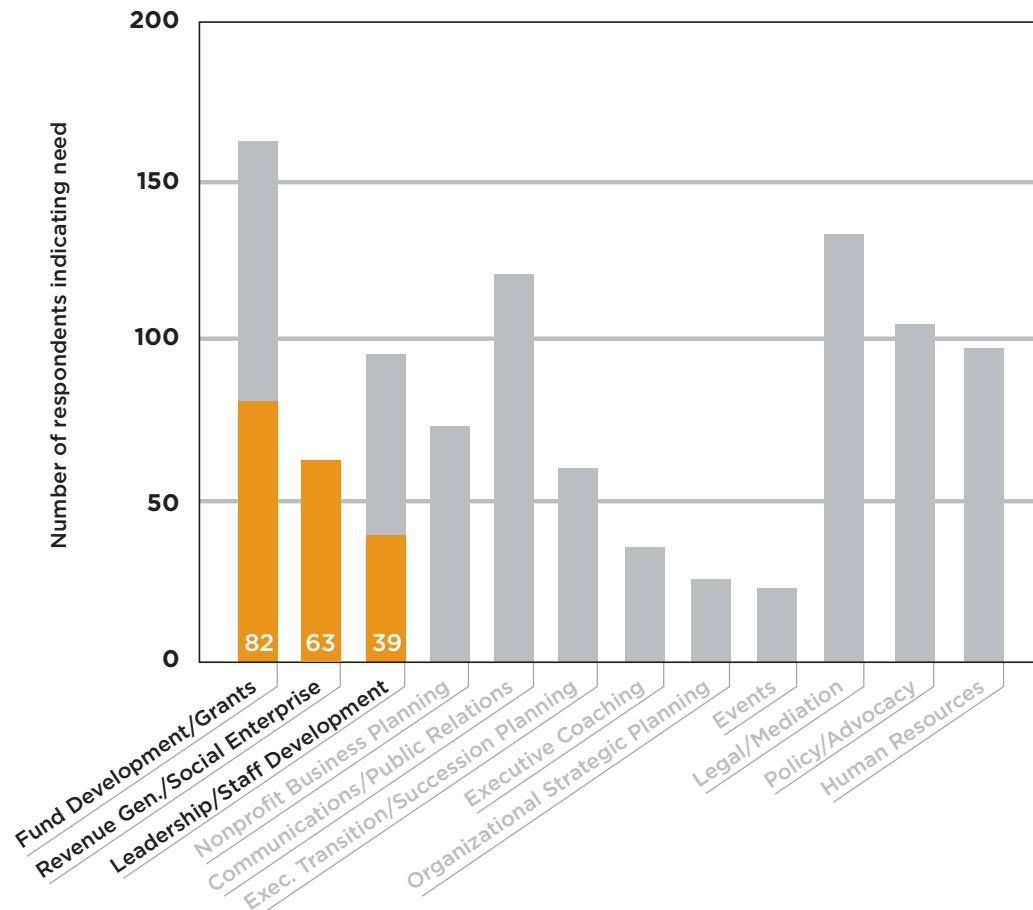


Fund development/grants, Communications/public relations, and Leadership/staff development represent the top foreseeable consulting & training needs for local nonprofits.

(Total respondents, n=252)

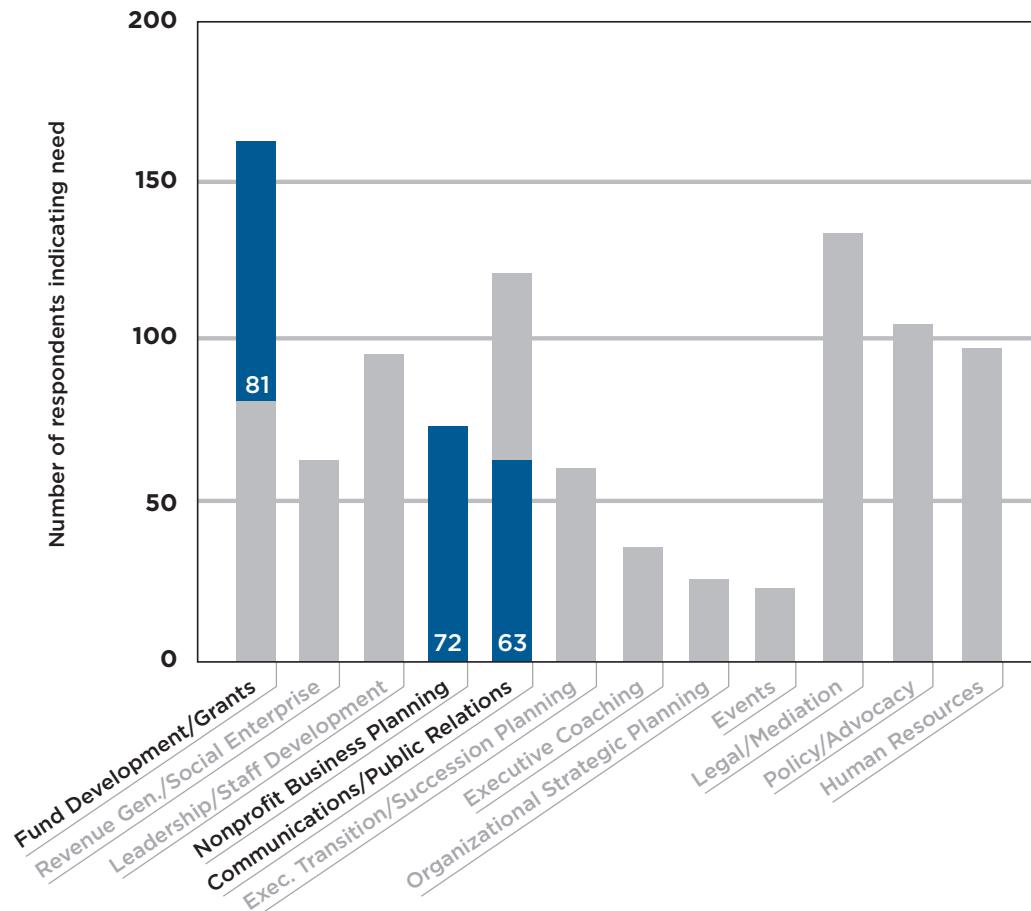


Fund Development/Grants, Leadership/Staff Development, and Revenue Generation/Social Enterprise are the top urgent consulting & training needs for local nonprofits. (Total respondents, n=252)



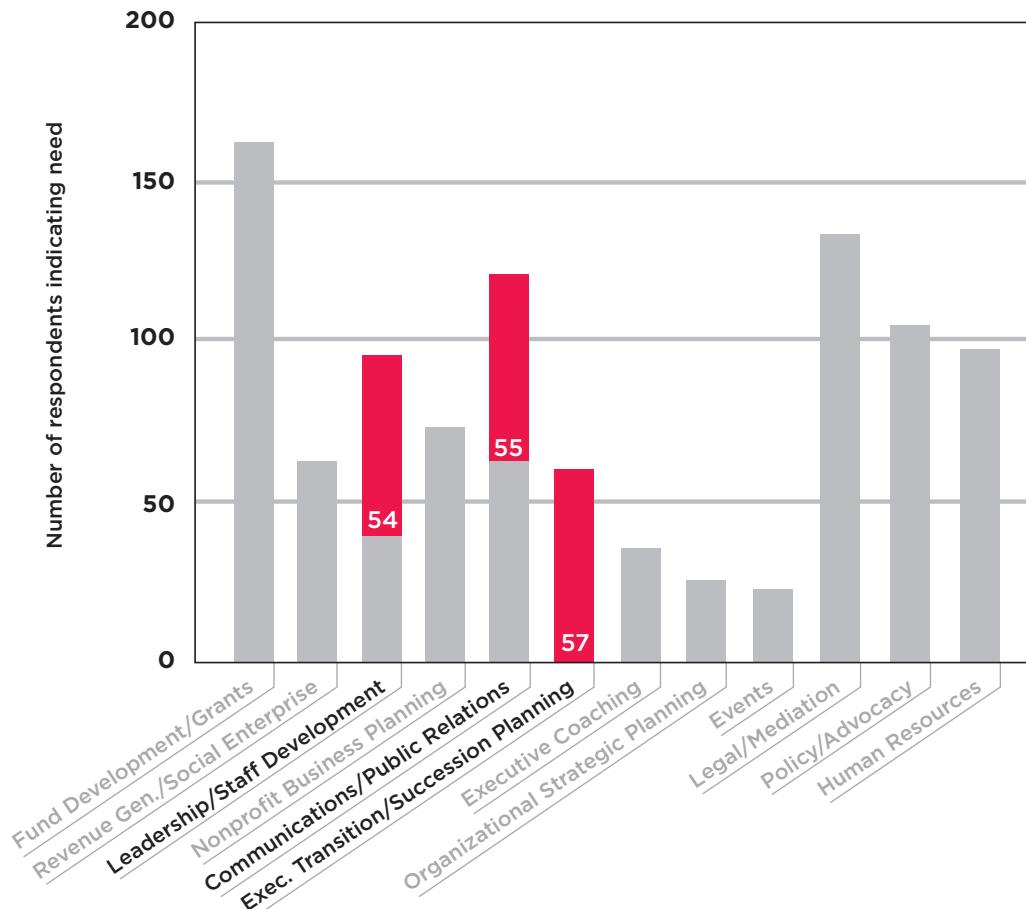
Local nonprofits see Fund Development/Grants, Nonprofit Business Planning, and Communications/Public Relations as the top three consulting & training needs over the next 6-12 months.

(Total respondents, n=252)

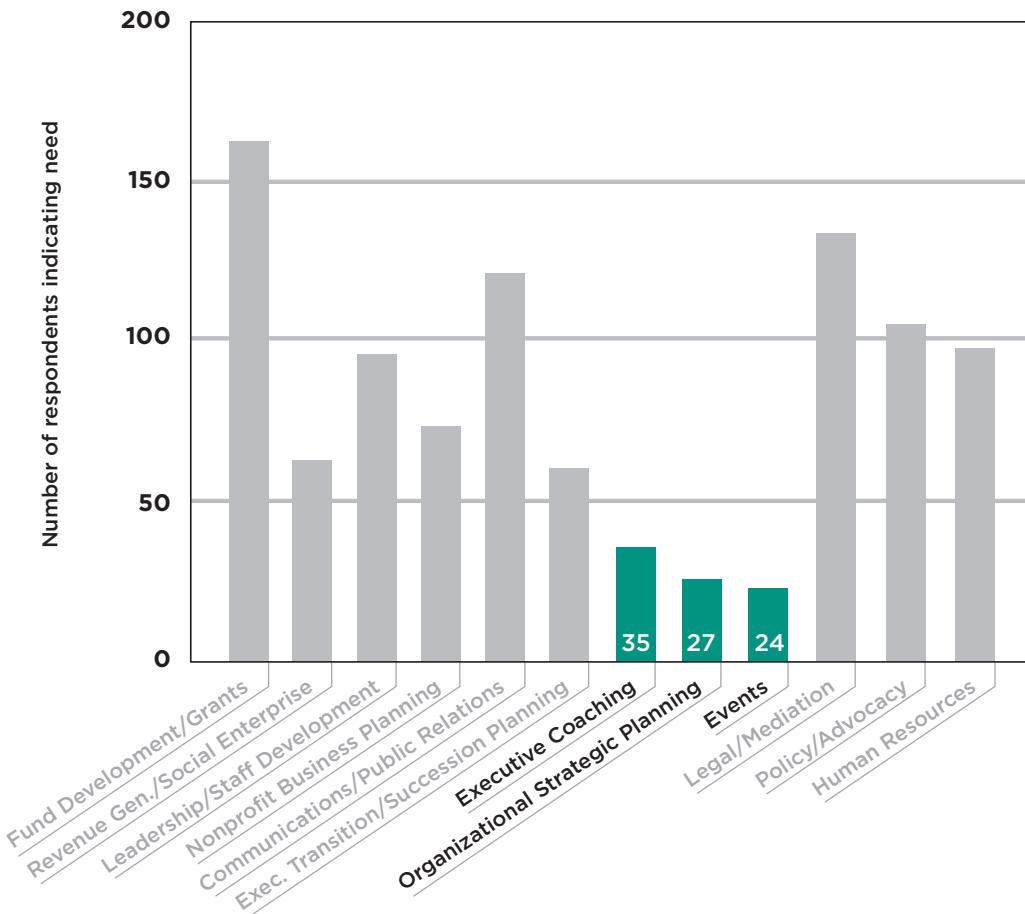


Executive Transition/Succession Planning, Communications/ Public Relations, and Leadership/Staff Development lead local nonprofits' list of future (>1 year) consulting & training needs.

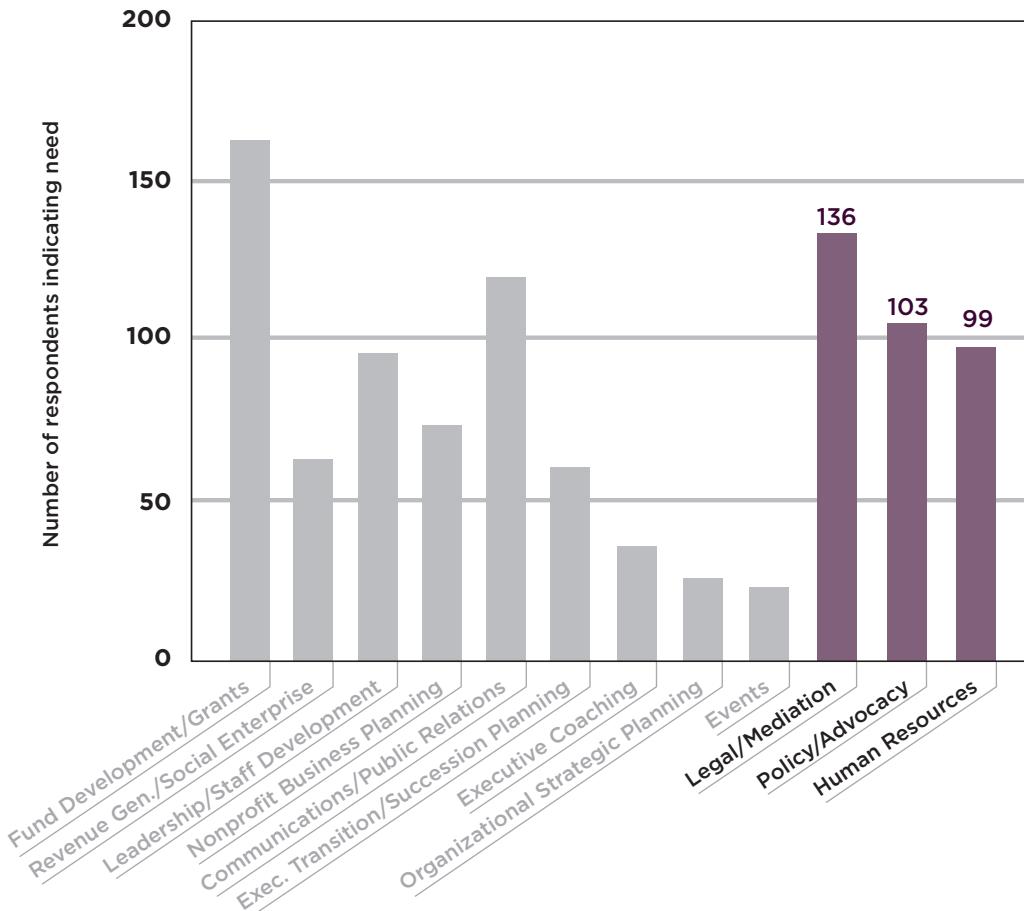
(Total respondents, n=252)



Local nonprofits identify need for assistance in Executive Coaching, Organizational Strategic Planning, and Events, but can't afford consulting & training in these areas. (Total respondents, n=252)



**Local nonprofits least anticipated consulting & training needs
are the areas of Legal/Mediation, Policy/Advocacy, and Human
Resources.** (Total respondents, n=252)



Aside from additional funding, local nonprofits describe a range of challenges. Many struggle with **leadership development and training, especially for board members**. Others have trouble **finding and retaining qualified staff**. Numerous organizations mentioned the challenge of **building awareness and engagement through branding, marketing, and communications**. Finding both staff and financial capacity for needs such as **evaluation and technology** are also unresolved concerns. (Total respondents, n=255)

“Capturing our impact both in terms of near term and long term metrics.”

“Our Board needs training on management of a nonprofit organization. Down the road we are going to need to hire an executive. Our Board members are hardworking, loyal, honest and dedicated. What they don’t know about nonprofits is a bit scary at times. They need to know what they can and cannot do.”

“The arts have the potential to shape individuals and communities economically, socially and spiritually, we need to engage and enlist people in actualizing this potential in our community.”

“There is a need within the community for more of our programs, however, our staff is tapped out. We can’t add more programs without more staff and the current labor pool is not sufficient.”

“Improving the ways of communicating with the general public so that we can cut through the information clutter and noise people are bombarded daily.”

“Technical systems to help manage and track programs, grants, and data.”