

PROFESSIONALS *for* NONPROFITS 2009 NY SALARY SURVEY

Annual Salary Survey of New York City Nonprofits

ISSUE ELEVEN

2010 PROJECTIONS

Organizations maintained salaries at 2008 levels during 2009, but project the following regarding salaries in 2010:

- 37% expect salaries to remain the same
- 17% salary increases of 1-2.5%
- 19% salary increases of 2.6-3%
- 9% salary increases of 3.1-5%
- 3% salary increases of 5.1-7%
- 7% salary increases of 7.1% plus
- 5% salary decreases
- 3% undecided

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Organizations will be addressing hiring needs in 2010 in the following areas:

- 61% will need fundraising staff
- 59% expect to hire program staff
- 33% seek marketing professionals
- 32% plan to add admin/office staff
- 18% want to hire finance staff
- 18% need more management talent
- 16% expect to hire IT staff

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When asked about the impact of 2009 on their organizations and their expectations in 2010, respondents noted the following:

- 93% think that the worst is over
- 76% expect a much better year in 2010 than in 2009
- 40% expect reduced revenues in 2010 but with little negative impact
- 13% said their organizations will continue to cut budgets in 2010

CHALLENGE AND OPPORTUNITY

The biggest challenges imaginable faced the nonprofit sector in 2009. Although some executives believe these challenges will continue into 2010, most feel that, despite some continuing hardships, their organization's future is brighter than expected.

Our NY survey respondents reported a belief in the continuation of a slow and gradual recovery and substantial opportunities for organizations that are able to adapt. Nonprofit leaders understand that they need to be able to navigate through short term challenges so that they can later take advantage of longer term opportunities.

It is important for an organization to position itself now for the next stage of the recovering economy. From our survey this year, it is evident that NY nonprofit managers are doing exactly that. A significant number of you have continued your commitment to programs and services and are beginning to hire staff that was laid off, filling vacancies, as well as adding new positions.

2009 SURVEY FINDINGS

NY organizations, on the whole, maintained salaries at pre-2009 levels and, for some specialties, increased compensation. Fundraising salaries rose by about 10% and high level finance salaries increased by about 7%.

Managers noted that it was difficult to find the talent they needed in the marketplace so when they did, they paid a little more. Even when doing more with less is the rule rather than the exception, hiring and maintaining outstanding talent is still the most critical issue for every organization.

In year 2009, NY organizations also reported the following:

- 39% laid-off staff; 61% did not lay off any staff
- 50% froze salaries; 50% offered slight pay increases where appropriate
- 22% reduced benefits; 78% continued benefits as is
- 19% reduced programs; 81% continued to provide all programs & services
- 24% hired staff to fill critical vacancies

Temps now represent a large portion of overall employment. It has become impossible to work without a good reliable temp workforce to lean on.

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2009 NY NONPROFIT SALARY RANGES

ASSOCIATIONS, EDUCATION & ARTS ORGANIZATIONS

Operating Budget: Under \$2M \$2.1-5M \$5.1-10M \$10.1-20M \$20.1-50M \$50M +

MANAGEMENT & ADMINISTRATION						
CEO/President	NA	140-160K	160-200K	200-250K	250-280K	280-350K
Executive Director	80-100K	100-120K	120-160K	160-200K	200-250K	250-275K
Chief Operating Officer	NA	90-120K	120-140K	140-160K	160-170K	170-200K
VP/Dir of Human Resources	NA	80-90K	90-100K	100-110K	110-120K	120-140K
Office Manager	50-60K	50-60K	60-70K	60-70K	70-80K	70-80K
Executive Assistant	40-50K	50-60K	50-60K	60-70K	70-80K	70-80K
Administrative Assistant	35-45K	40-50K	40-50K	40-50K	50-60K	50-60K
FINANCE						
CFO/VP of Finance	NA	80-120K	120-140K	140-160K	160-180K	180-200K
Dir of Finance	60-80K	80-90K	90-100K	100-120K	120-140K	140-160K
Controller	60-70K	70-80K	80-90K	90-100K	100-120K	120-140K
Staff Accountant	50-60K	60-70K	60-70K	70-80K	70-80K	80-90K
Bookkeeper	40-50K	40-50K	50-60K	60-70K	60-70K	60-70K
FUNDRAISING						
VP/Chief Development Officer	NA	100-120K	120-140K	140-160K	160-180K	180-220K
Dir of Development	70-80K	80-100K	100-120K	120-140K	140-160K	160-180K
Dir of Major Gifts	NA	80-90K	80-100K	100-120K	120-140K	140-160K
Dir of Fdn/Corp Giving	NA	70-80K	80-90K	90-100K	100-120K	120-140K
Development Officer	NA	60-70K	70-80K	80-90K	90-100K	100-110K
Dir of Special Events	NA	70-80K	80-90K	90-100K	100-110K	110-120K
Grants Writer	40-50K	50-60K	60-70K	70-80K	80-90K	80-90K
Development Associate	40-50K	40-50K	50-60K	50-60K	60-70K	60-70K
Development Assistant	35-40K	35-45K	40-50K	40-50K	50-60K	50-60K
PUBLIC RELATIONS & MARKETING						
VP of PR/Marketing	NA	70-80K	80-100K	100-120K	120-140K	140-160K
Dir of PR/Marketing	50-60K	60-70K	70-80K	80-90K	90-100K	100-120K
PR/Marketing Associate	40-50K	40-50K	50-60K	60-70K	60-70K	70-80K
PROGRAMS & EDUCATION						
VP of Programs/Education	NA	70-80K	80-100K	100-120K	120-140K	140-160K
Dir of Programs/Education	50-60K	60-70K	70-80K	80-90K	90-100K	100-120K
Program/Education Associate	40-45K	40-50K	50-60K	60-70K	60-70K	70-80K
IT & DATABASE MANAGEMENT						
VP/Dir of IT	NA	70-80K	80-90K	90-100K	100-120K	120-140K
Network Administrator	45-60K	50-60K	60-70K	70-80K	70-80K	80-90K
Database Manager	40-50K	40-50K	50-60K	60-70K	60-70K	70-80K



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2009 NY NONPROFIT SALARY RANGES

SOCIAL SERVICES, HEALTH CARE & INTERNATIONAL ORGANIZATIONS

Operating Budget: Under \$2M \$2.1-5M \$5.1-10M \$10.1-20M \$20.1-50M \$50M +

MANAGEMENT & ADMINISTRATION						
CEO/President	NA	140-160K	160-200K	200-240K	240-280K	280-350K
Executive Director	80-100K	100-120K	120-160K	160-180K	180-200K	220-300K
Chief Operating Officer	NA	90-120K	120-140K	140-160K	160-180K	180-220K
VP/Dir of Human Resources	NA	80-90K	90-100K	100-110K	110-120K	120-140K
Office Manager	40-50K	50-60K	50-60K	60-70K	60-70K	70-80K
Executive Assistant	40-50K	50-60K	50-60K	60-70K	70-80K	70-80K
Administrative Assistant	35-45K	40-50K	40-50K	40-50K	50-60K	50-60K
FINANCE						
CFO/VP of Finance	NA	90-120K	120-140K	140-160K	160-180K	180-220K
Dir of Finance	60-80K	80-100K	100-120K	120-140K	140-160K	140-160K
Controller	60-70K	70-80K	80-100K	100-110K	110-120K	120-140K
Staff Accountant	50-60K	60-70K	70-80K	70-80K	80-90K	80-90K
Bookkeeper	40-50K	40-50K	50-60K	60-70K	60-70K	60-70K
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Dir of Major Gifts	NA	80-90K	80-100K	100-120K	120-140K	140-160K
Dir of Fdn/Corp Giving	NA	60-80K	80-90K	90-100K	100-120K	120-140K
Development Officer	NA	70-80K	80-90K	90-100K	100-110K	100-110K
Dir of Special Events	NA	70-80K	80-90K	90-100K	100-110K	110-120K
Grants Writer	40-60K	60-70K	60-70K	70-80K	80-90K	80-90K
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ABOUT PNP

An expert in the unique staffing needs of nonprofits, PNP is the only recruiting firm providing a full array of staffing services exclusively to the sector.

With our vast network of experienced job seekers and our rigorous screening process, we deliver results by finding the right hiring fit for every search.

PNP offers executive leaders and middle managers and support staff in:

- Fundraising
- Marketing
- Finance
- Human Resources
- Programs
- Information Technology
- Administration and Office Support

TEMP SERVICES

- **Temps** – hourly, day of, and long term
- **Interim Execs** – leaders and managers for smooth transitions
- **Temps to Hire** – reduce hiring risks
- **Consultants** – specialized expertise

DIRECT HIRE SERVICES

- **Direct Hires** – contingency searches with **one year guarantees**
- **Fast Tracks** – low cost search options

MANAGED STAFFING

- **Payroll Services** – add employees to PNP's payroll and reduce costs
- **Contract Services** – customized agreements for the most cost efficient staffing solutions

MYTHS & REALITIES

In 2010, managing human capital will be a top priority. As organizations position themselves to compete for resources, hiring and retaining the best staff may be the difference between an organization's success or failure.

Myth: No need to worry about staff retention – no one is going anywhere.

Reality: High performing staff, a limited resource, is always hard to find. Competition for top talent between similar organizations is fierce. Retaining the best staff is an ongoing effort that cannot be presumed.

Myth: Candidate rich market means that I will be able to find the talent I need.

Reality: As the economy continues to improve, pent up demand for top performers will prevail and the best candidates will be hired quickly. There are never enough high performers in the marketplace.

Myth: Keeping salaries low is expected in this economy.

Reality: Retaining top staff requires that salaries remain competitive within the sector or your best staff will leave to another organization where salaries are higher. If you lose good staff, the cost to your organization is enormous.

Myth: Putting off hiring key staff will save us money.

Reality: The truth is that putting off hiring the staff you need only postpones programs and services and promotes missed opportunities to hire incredible employees. If you wait too long, someone else will hire the best staff and not you.

Myth: Doubling up on jobs is an efficient way to get through the year.

Reality: One of the most inefficient ways to run an organization is to double up on jobs producing poor work, low morale, and a very tired team.

Myth: Staffing contracts are only for very large organizations that hire many temps.

Reality: Low cost contracts are available to both large and small organizations regardless of the number of temps needed by an organization.

Myth: There is no way to reduce risk when hiring a new employee.

Reality: PNP's one year guarantee on any Direct Hire placement reduces the risk you take when hiring a new employee.

Myth: Finding an Interim Executive is difficult, time consuming, and not essential.

Reality: An organization's ability to function well is impacted when major transitions occur. Having the right Interim Executive can make that transition smooth and productive, and PNP's roster of available executives makes it easy.

We thank Ventureneer/Stengel Solutions for producing our survey.

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