

2025

Nonprofit Compensation Practices and Benchmarking Report



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CareerBlazersNonprofitSearch.com



Welcome

to the **2025 Nonprofit Compensation Practices and Benchmarking Report.**

Our goal is to share current compensation data for key positions within a nonprofit organization, identify significant hiring and retention trends, and monitor the social and governmental challenges impacting talent management within nonprofit organizations.

As recovery from the disruption of the pandemic continues and organizations find their new normal, a positive trend is emerging toward an easier and more stable recruitment and hiring process. New disruptions may be on the horizon, but nonprofits have always faced challenges and emerged stronger, both as organizations and as a sector.

The **2025 Nonprofit Compensation Practices and Benchmarking Report** is based on a national survey conducted in Fall 2024. Six hundred and fifteen organizations participated in the study, with strong representation across the country. This year, we included a salary breakout for nonprofits with an operating budget of two million dollars or less, recognizing the significant contributions of smaller organizations. An additional report focused on this segment will be published within the next few months.

Starting on page 19, we report the median salary ranges by job title for nonprofit organizations by budget size (under \$2M to over \$250M). The focus is primarily on senior and mid-level executive positions. As a manager, this information can help you navigate hiring and retention of key talent. As a candidate, it provides a guidepost for realistic market expectations.

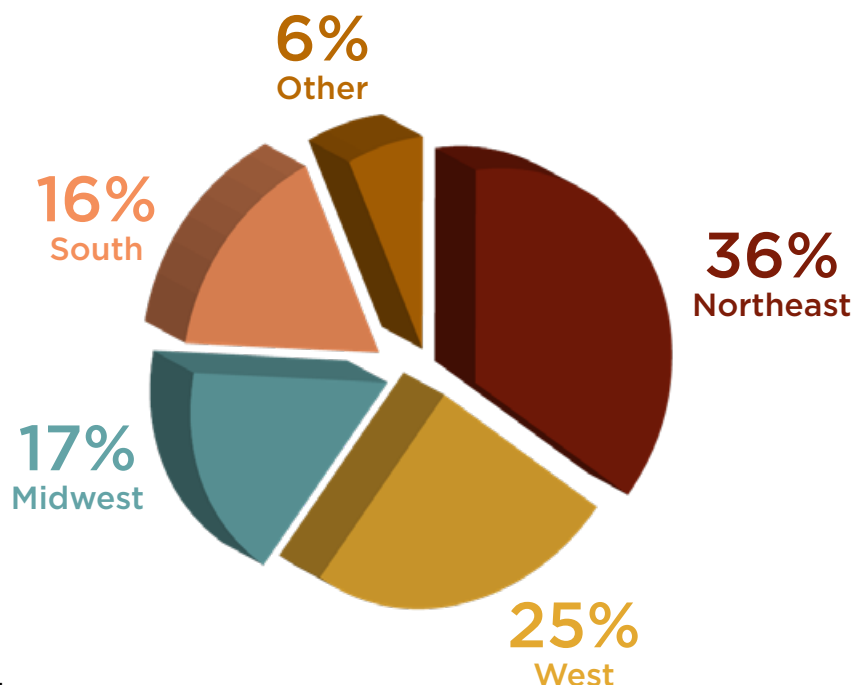
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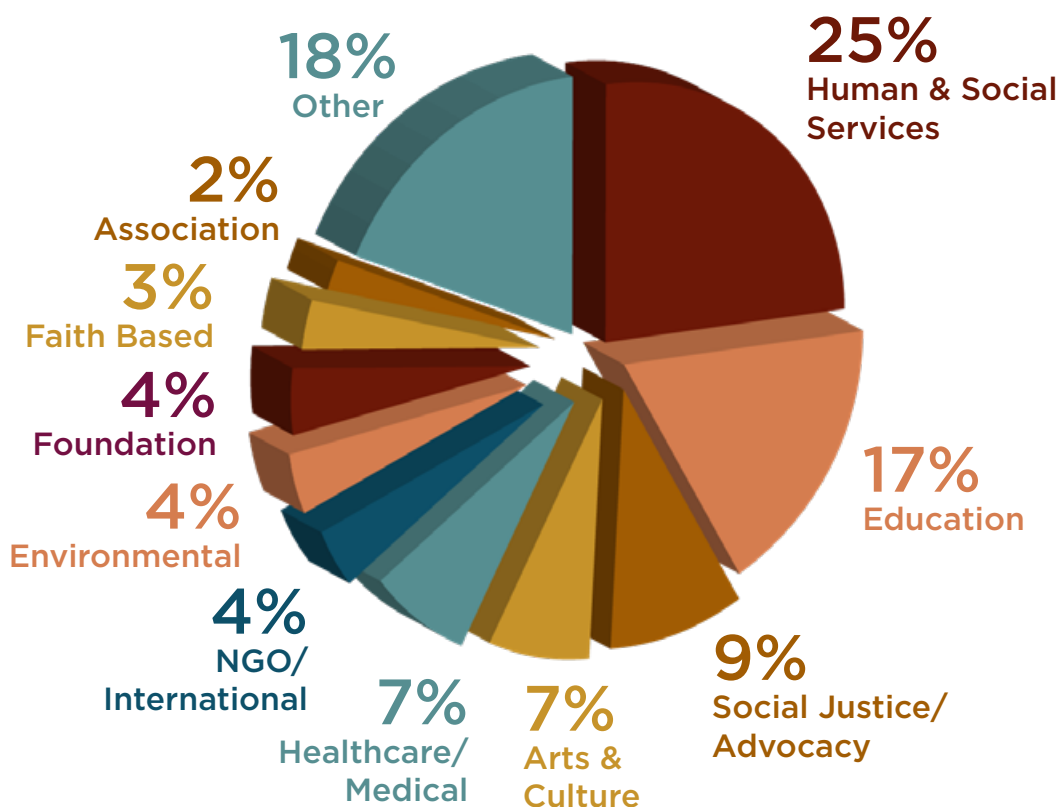
Barbara Gebhardt, CEO
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Profile of Respondents

Organization Headquarters

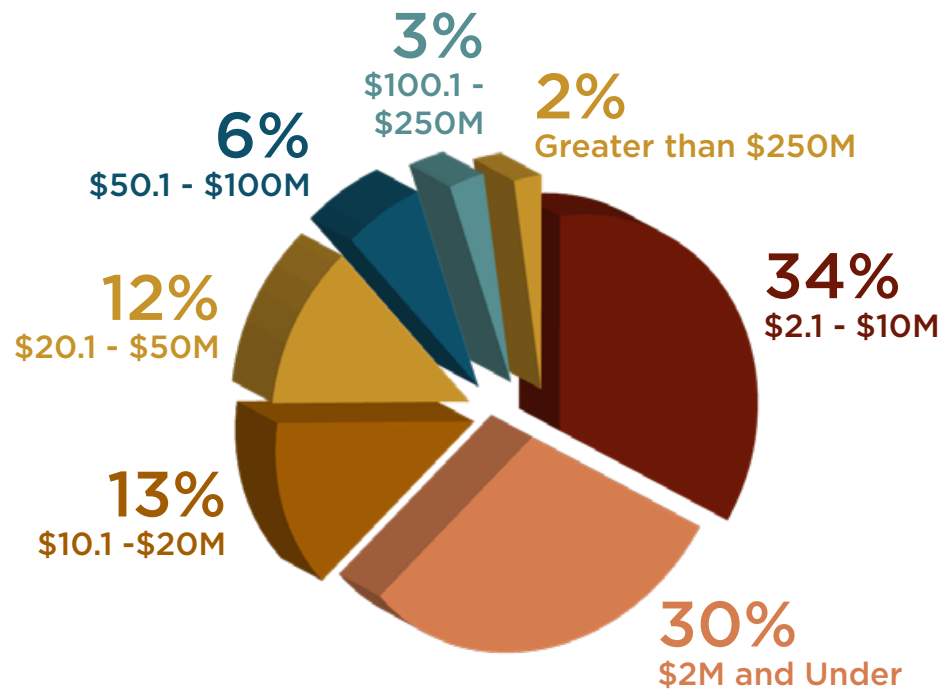


Primary Sector

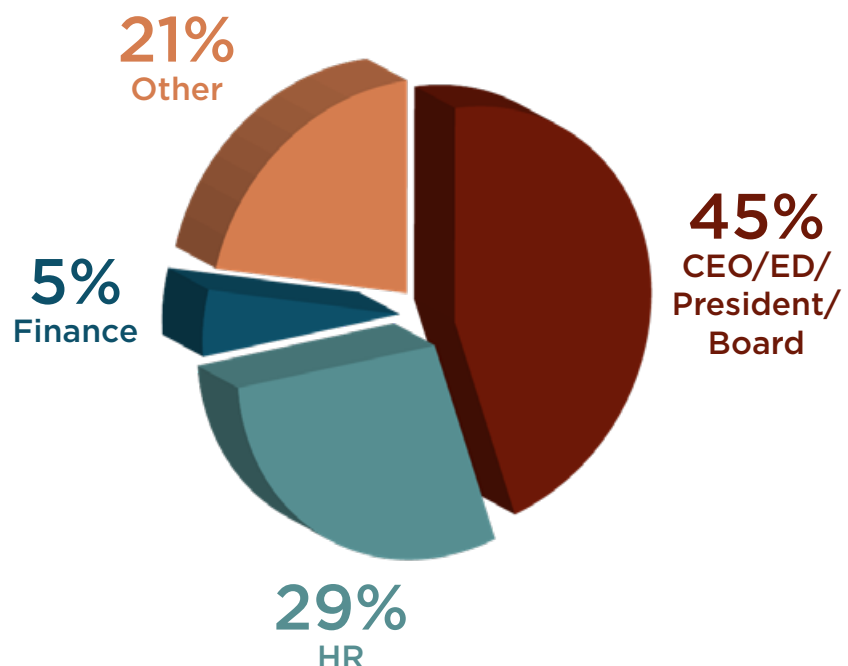


Profile of Respondents

Annual Operating Budget

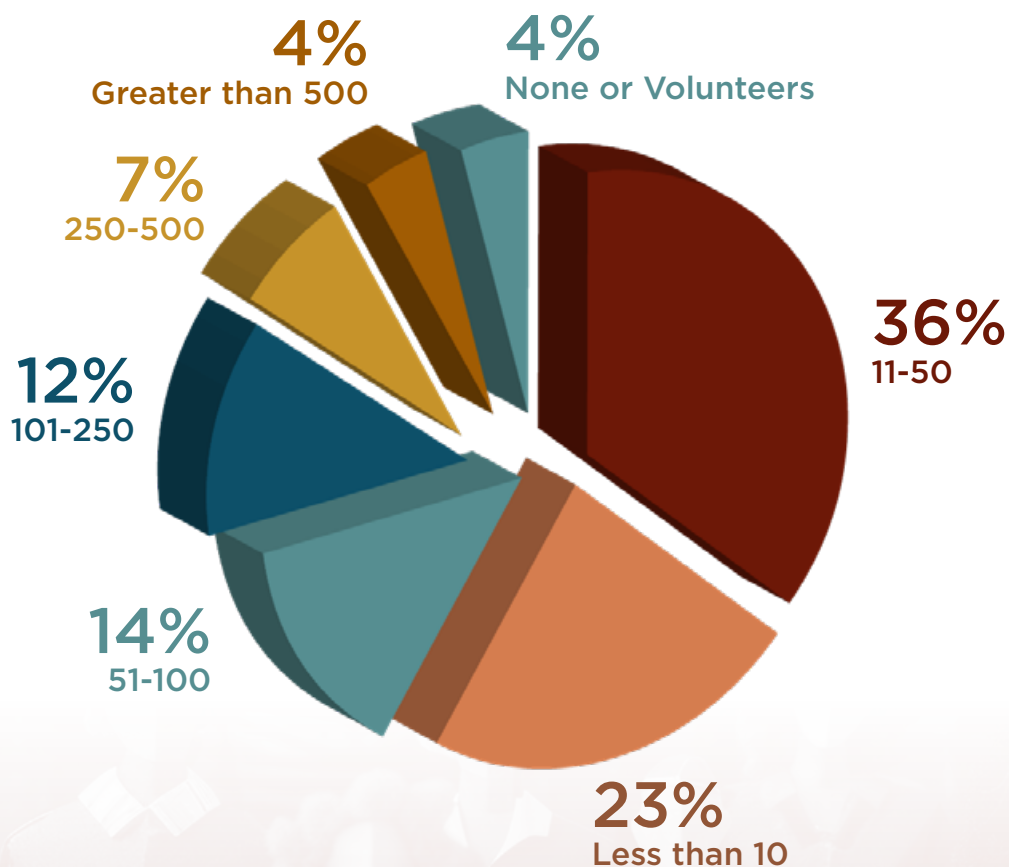


Role within Organization



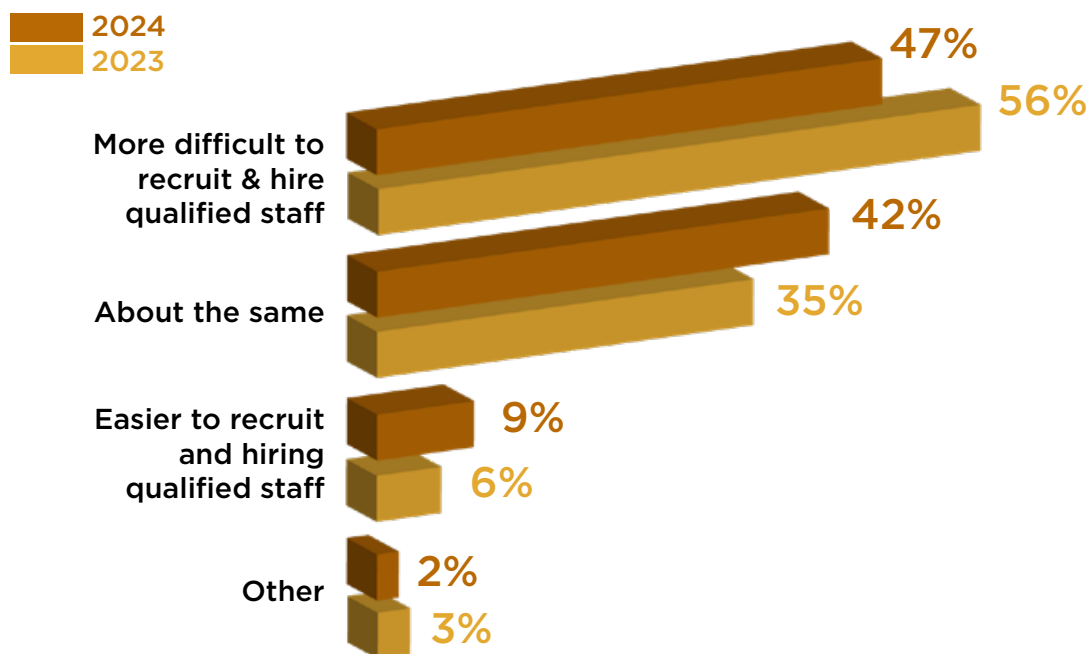
Profile of Respondents

Number of Full Time Employees

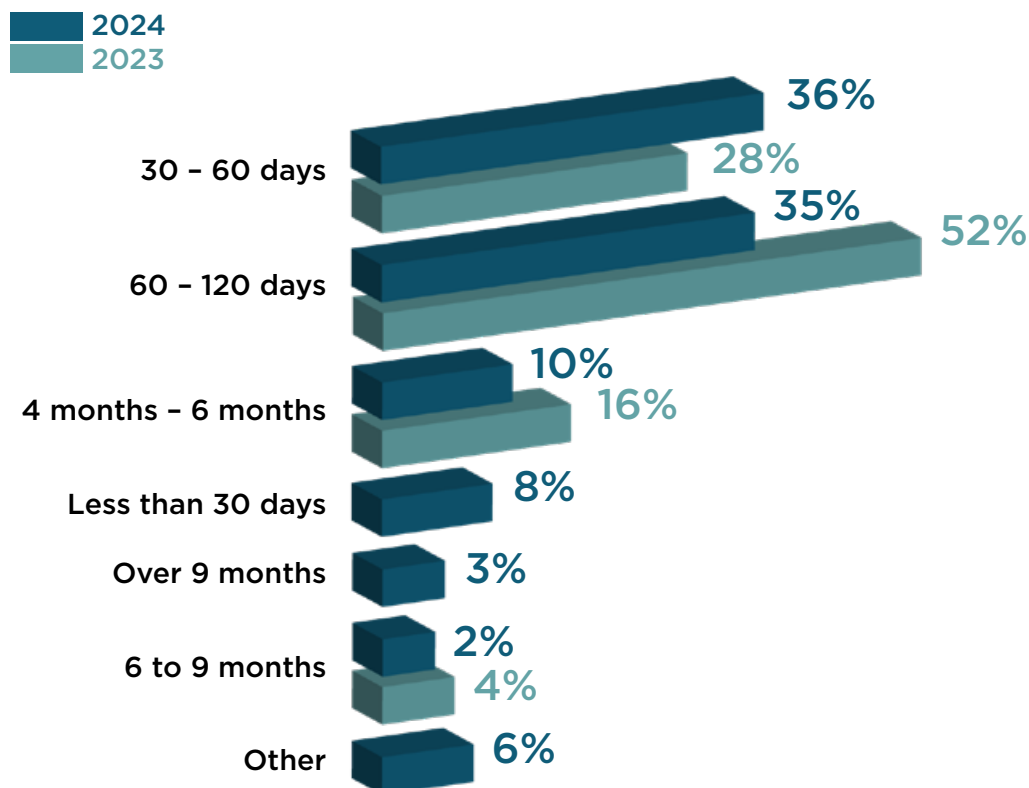


Recruiting Challenges

Difficulty Level in Recruiting



Average Vacancy (length of time to replace or hire new staff)



Recruiting Challenges

Overall, the data shows a positive trend towards easier and more stable recruitment and hiring processes. The significant reduction in the difficulty percentage is a promising sign for the job market and for organizations looking to fill positions with qualified candidates.

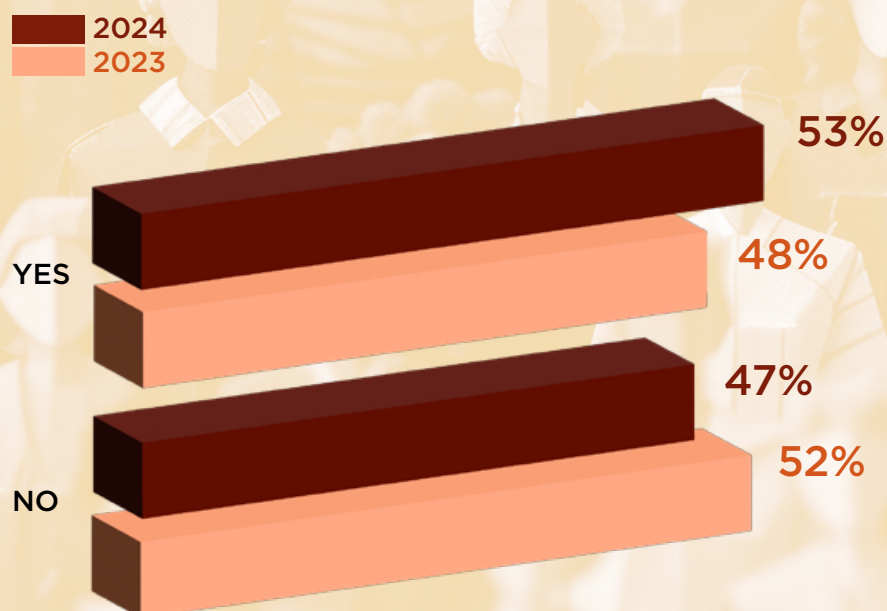
As recovery from the disruption of the pandemic continues and organizations find their new normal, a clearer understanding of needs emerges and leads to more directed,

effective recruitment processes. Implementation of the right work/life balance structure may be helpful in streamlining recruitment.

We also know that organizations have adjusted salaries and focused on non-salary perks to become more competitive.

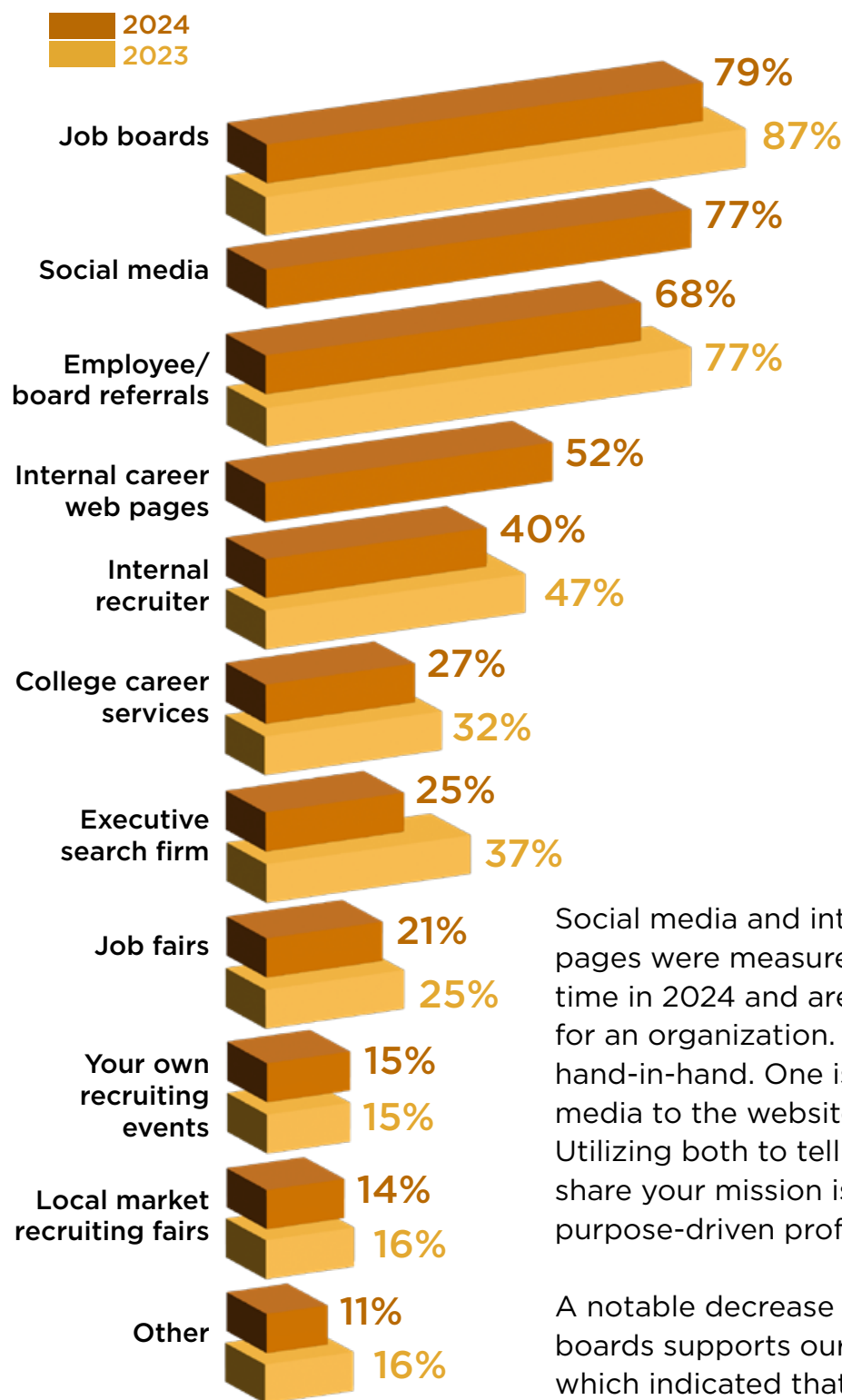
Furthered adaptation of technology and AI driven tools may speed up the screening processes, enhance job descriptions, and social media posts.

Reaching the Best Candidates



Recruiting Challenges

Methods Used to Reach New Candidates

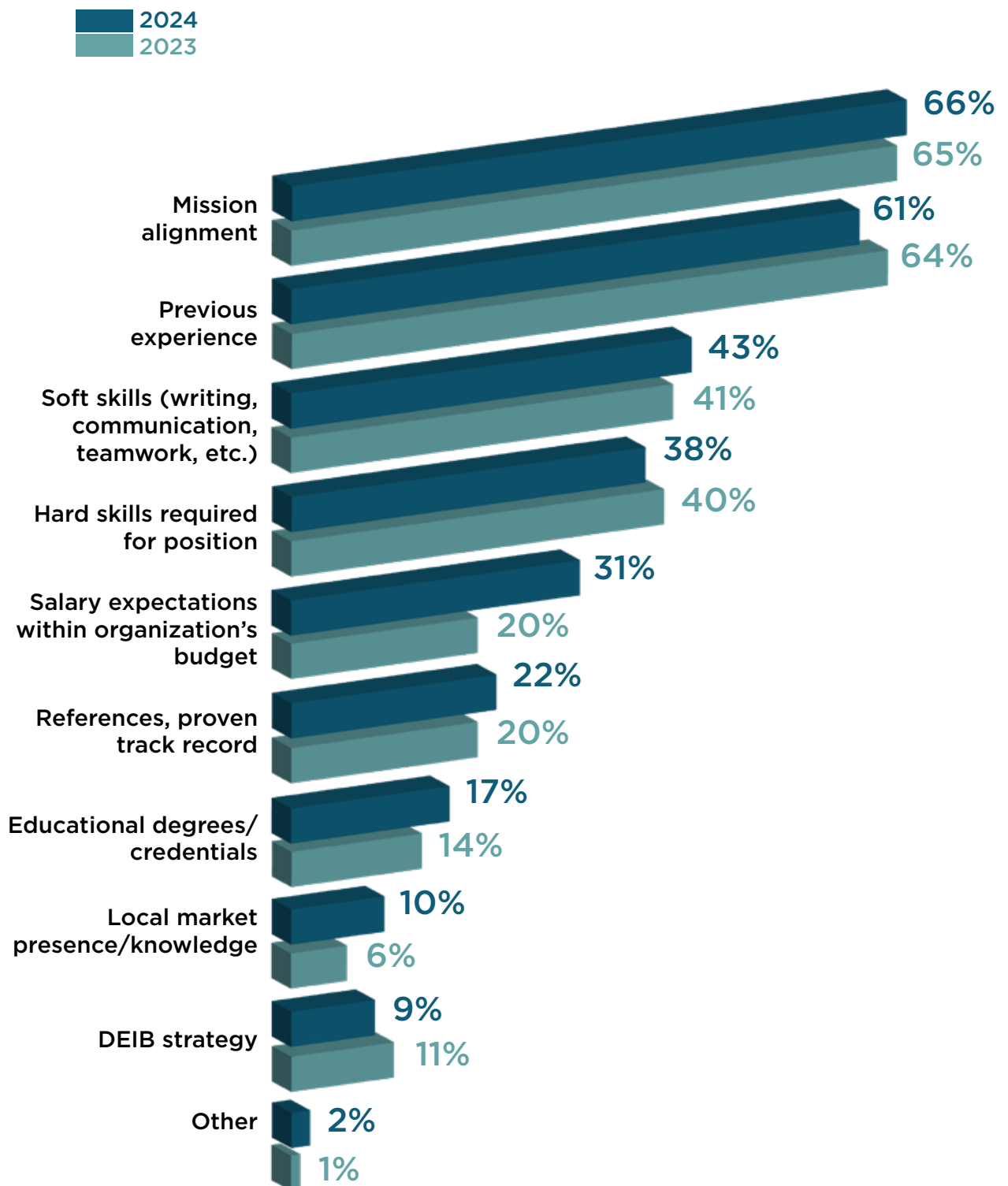


Social media and internal career web pages were measured for the first time in 2024 and are significant tools for an organization. They often go hand-in-hand. One is led from social media to the website and vice versa. Utilizing both to tell your story and share your mission is key to recruiting purpose-driven professionals.

A notable decrease in the use of job boards supports our previous studies which indicated that job boards are used but do not generate the desired results.

Recruiting Challenges

Factors Considered Most Important When Hiring



Recruiting Challenges

Most Difficult Positions to Fill



The overall trend shows a decrease in the difficulty of filling most nonprofit roles from 2023 to 2024, which is a positive indicator for the sector. This suggests that nonprofits are finding it easier to attract and recruit suitable candidates for various roles.

Development and Program Management roles are crucial for the success

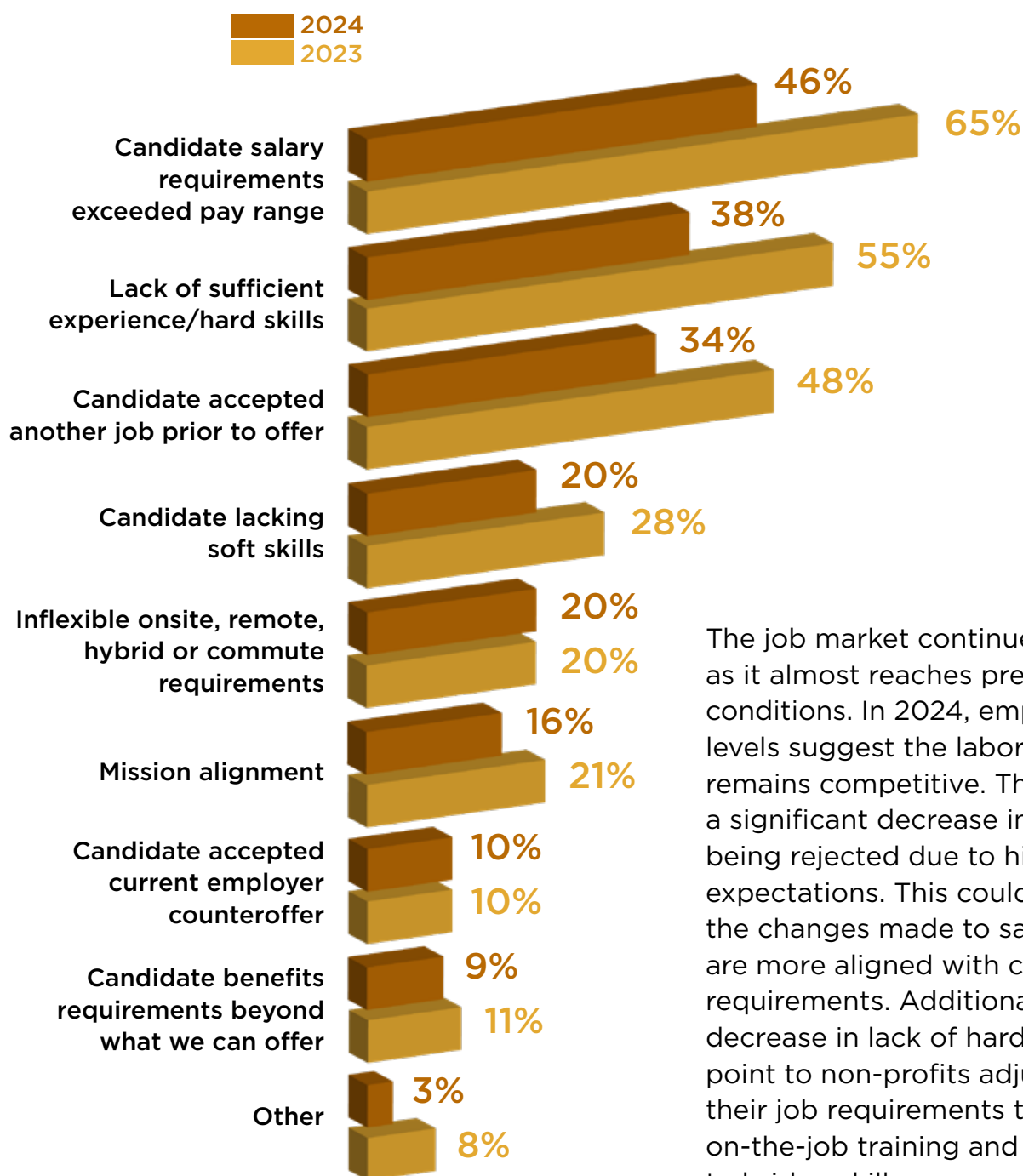
and sustainability of nonprofits and are difficult to fill due to the specialized skills, high performance expectations, and multifaceted responsibilities they entail.

Development professionals need to have a track record of a level of funding secured, and experience in the community or sector which may narrow the pool, particularly in smaller markets. The position requires skills that translate well into the for-profit sector where sales or business development roles offer higher earning opportunity.

Program management requires a high level of diverse skills including project and people management, strategic thinking and planning, and budget management. Managing stakeholders and multiple priorities is key. The level and scope of skills along with a strong tie to the mission lead to detailed search requirements.

Recruiting Challenges

Top Reasons for Rejecting or Losing a Candidate

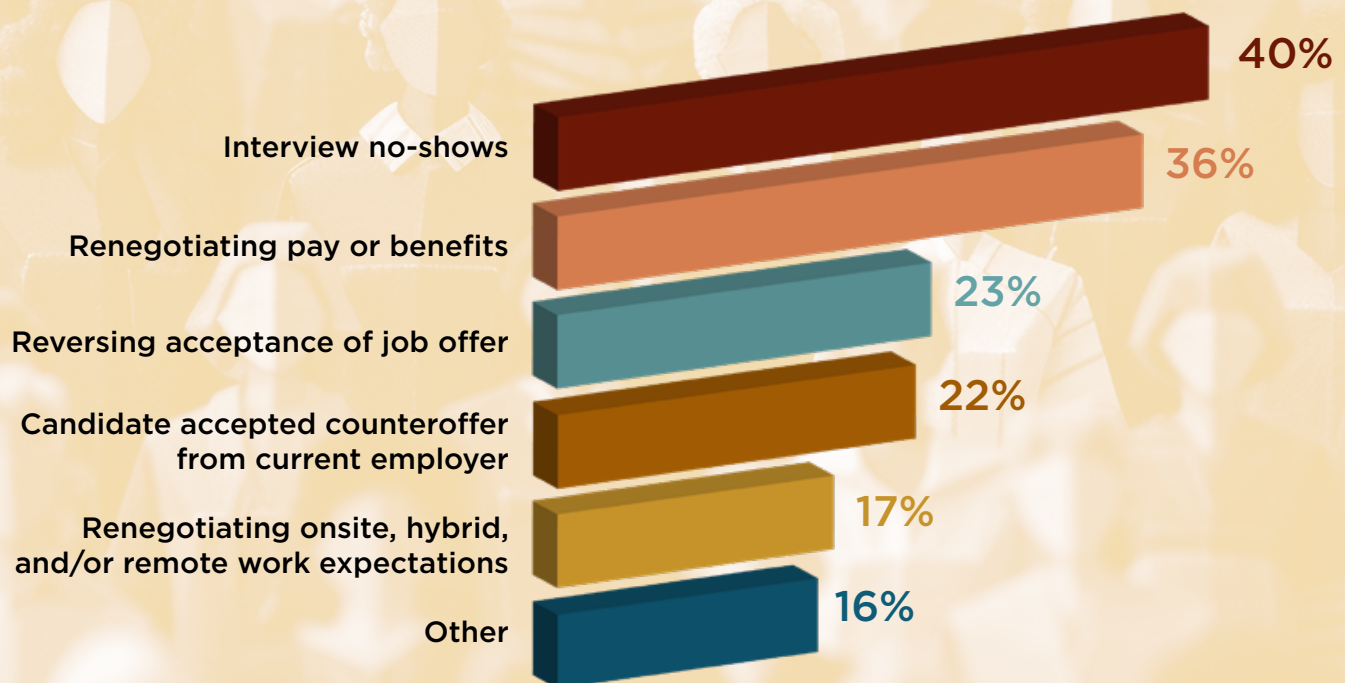


The job market continues to recover as it almost reaches pre-pandemic conditions. In 2024, employment levels suggest the labor market remains competitive. There has been a significant decrease in candidates being rejected due to high salary expectations. This could indicate that the changes made to salary ranges are more aligned with candidate requirements. Additionally, the decrease in lack of hard skills could point to non-profits adjusting their job requirements to allow for on-the-job training and growth to bridge skills gaps.

Recruiting Challenges

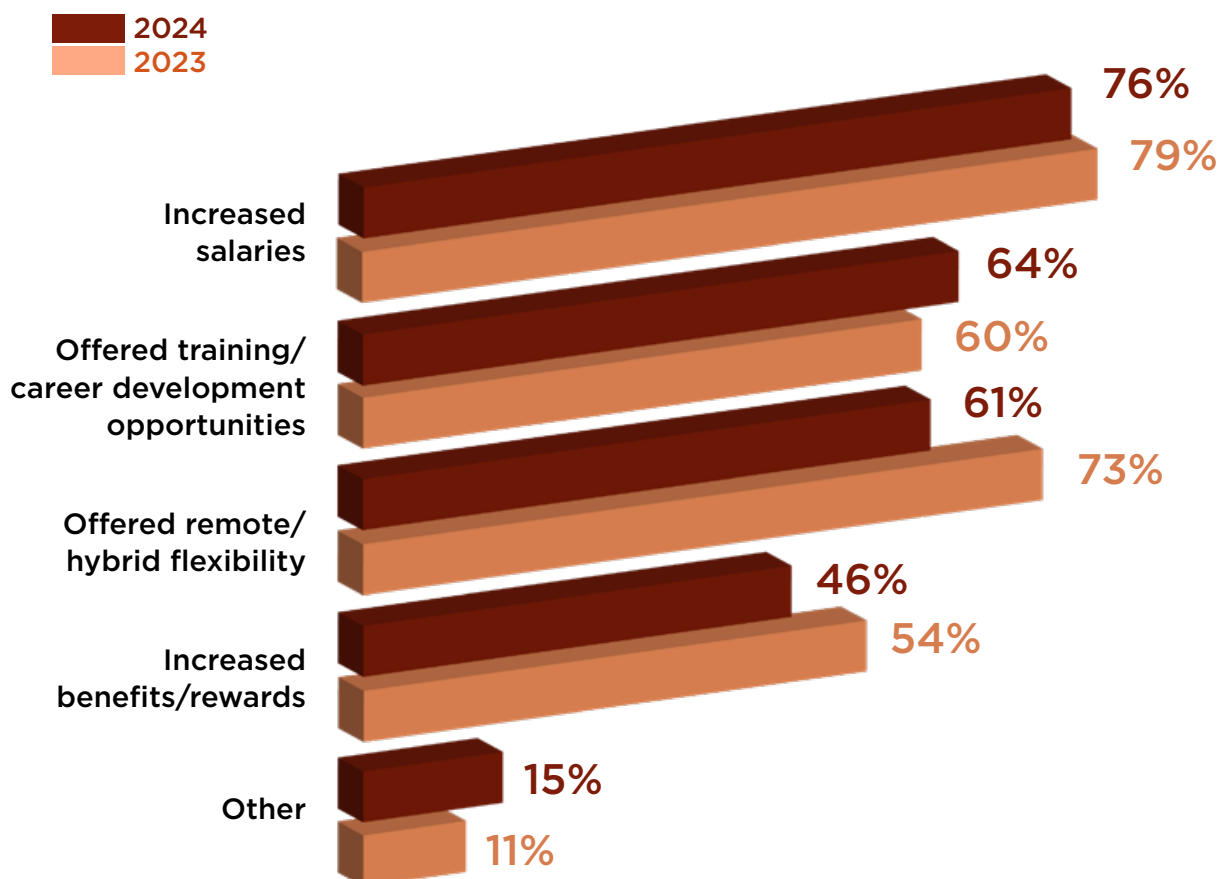
Candidates accepting another role prior to offer is a result of streamlined hiring processes, and as our survey points out, the time to hire has significantly improved in 2024. Organizations may be placing more emphasis on culture in their job descriptions and recruitment processes, leading candidates to lean into those attributes. The consistency in demand for hybrid and/or remote work conditions remains strong for nonprofits, despite increasing push-back from for-profit organizations.

Candidate Behaviors Experienced During Past Year



Retention Challenges

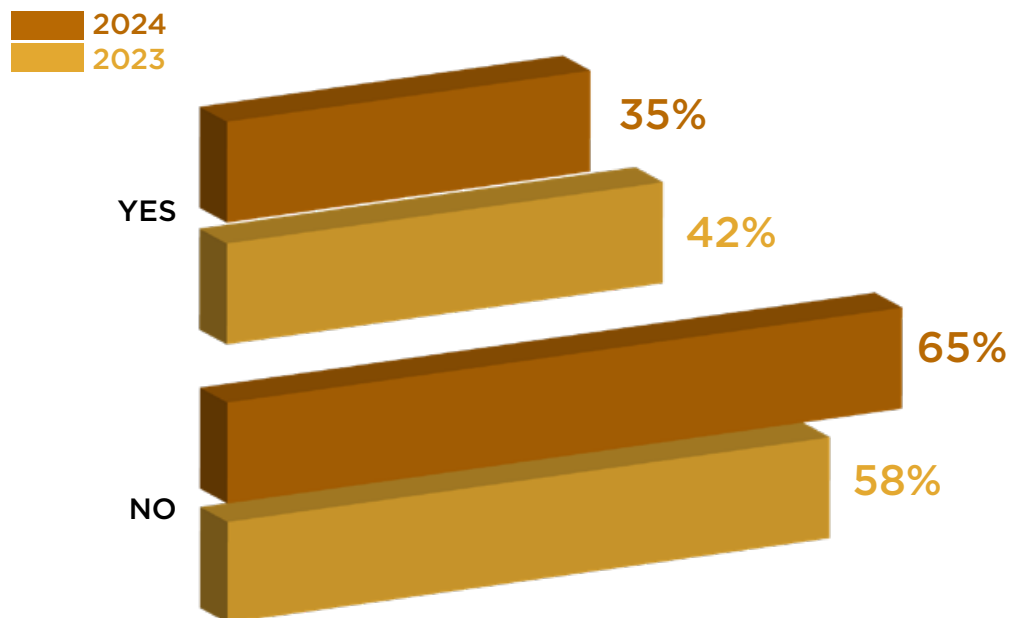
Actions Taken to Keep Your Best Employees



These trends highlight the evolving landscape of employee retention strategies within the nonprofit sector, reflecting both external economic conditions and internal strategic priorities. The emphasis on professional development indicates the recognized importance of retaining employees with non-monetary employee expectations. The trend toward more in-person work may reflect policies in response to organizational challenges and the productivity benefits gained by collaboration.

Retention Challenges

Conducted Pay Equity Compensation Analysis

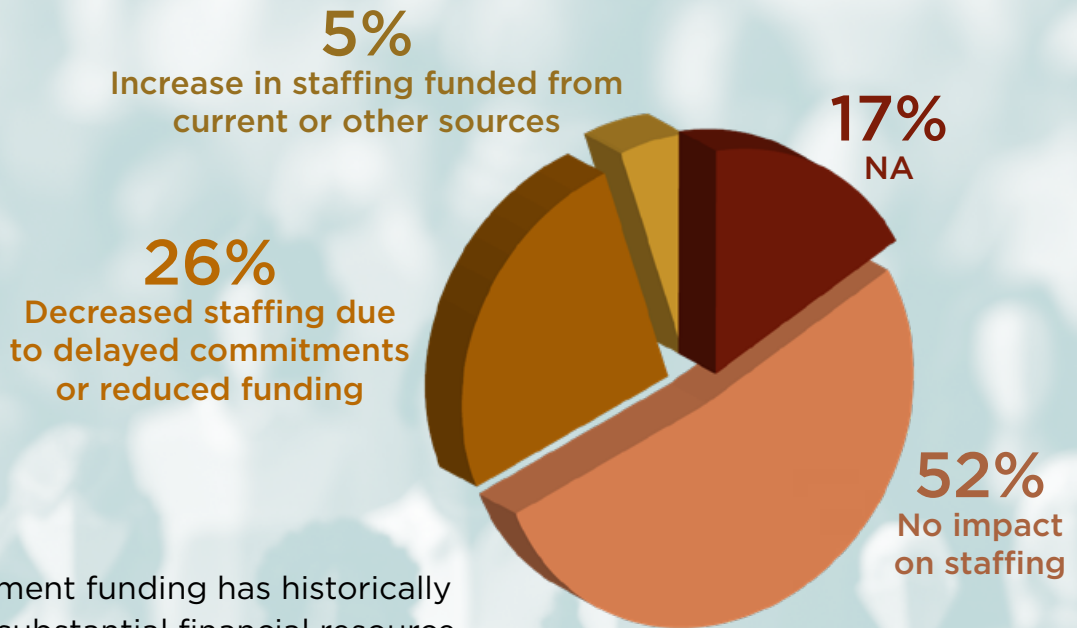


A pay equity audit identifies disparities in compensation based on gender, race, age, or other factors. The frequency of pay equity audits depends on the organization, laws, and applicable regulations. Signs that a company may have pay equity issues include lack of pay transparency and/or claims alleging wage discrimination. When pay inequities or disparities become known, how quickly you rectify them can make a positive difference in retention and legal liability.

Having position-based salary data to support the pay range for each job role and well-structured job descriptions goes a long way toward helping candidates and employees feel like they are being treated fairly.

Retention Challenges

Staffing Impact of National or State Budget & Funding Delays

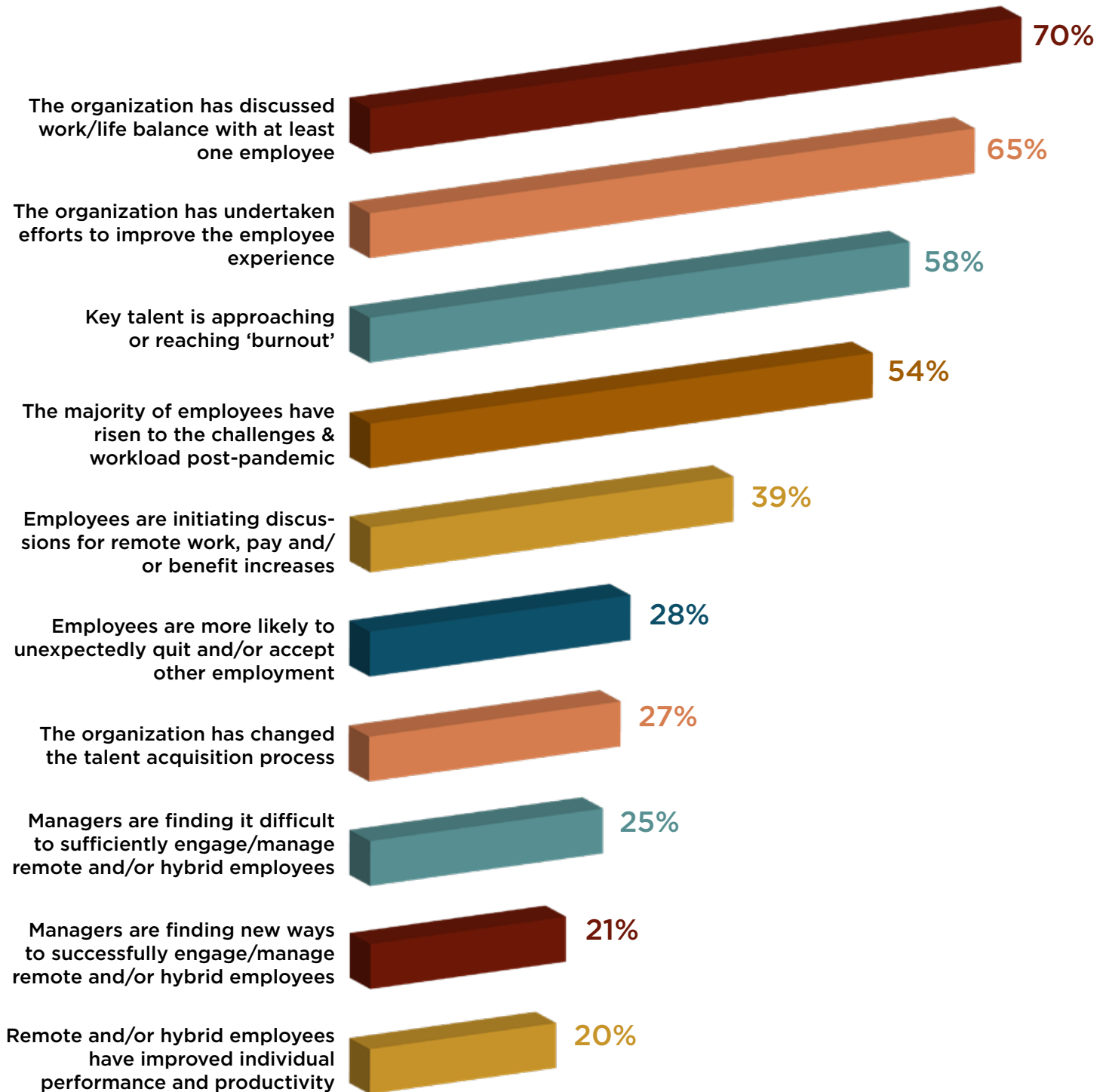


Government funding has historically been a substantial financial resource for nonprofits, some more than others. *Stanford Social Innovation Review* reported in June 2024 that government funding is a critical resource for over forty percent of nonprofits.

As budget fights and funding delays grab headlines, we asked nonprofits about the impact on staffing levels due to program funding delays. Fifty-two percent of respondents reported no impact on staffing. Twenty-six percent reported a decrease in staffing due to delayed commitments or reduced funding. Traditionally, program funding delays harm smaller nonprofits, as larger organizations may have sufficient resources to cover the gaps.

Retention Challenges

Impact of Post-Pandemic Changes on Employees

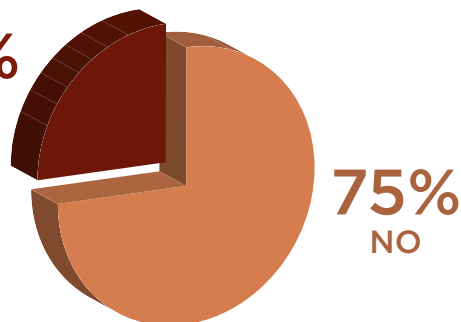


Retention Challenges

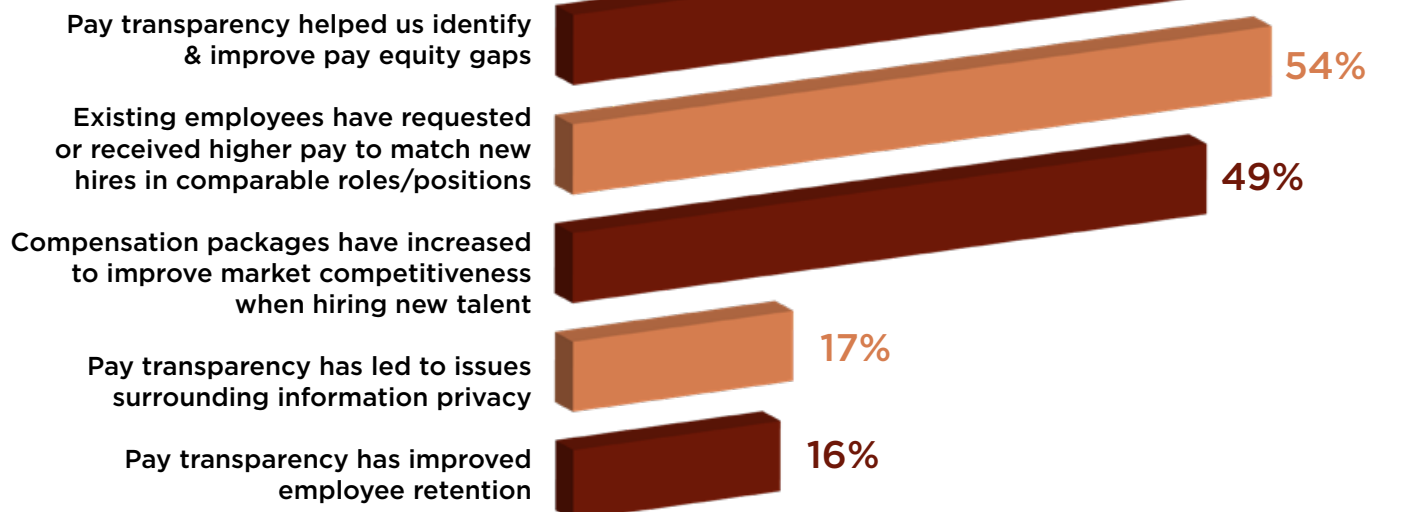
Pay Transparency Regulations

Pay Transparency Regulations Impacted Employee Recruitment & Retention Efforts

25%
YES



If Yes, How Pay Transparency Regulations Impacted Recruitment & Retention Efforts



Pay transparency laws are continuing to gain traction across the country. Over twenty-five percent of the U.S. workforce is covered by some form of pay transparency mandate. Employees are increasingly expecting pay transparency from both potential and current employers.

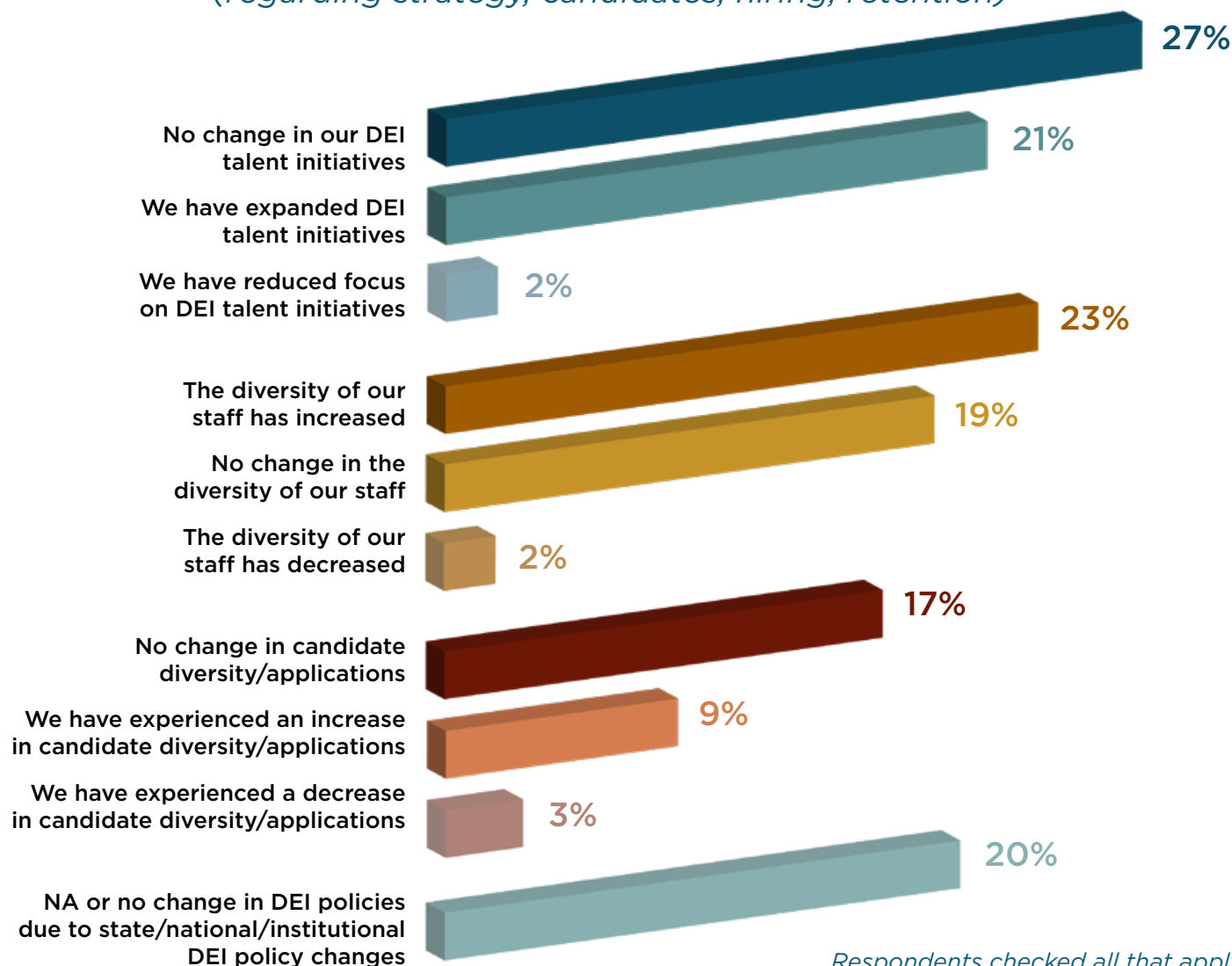
The open sharing of salary data has shown to be beneficial for organizational performance and talent acquisition, with disclosures attracting more,

better quality applicants. It carries weight in the candidate's organizational perception, expectation, and experience during the hiring process. SHRM recently reported forty-one percent of professionals would lose interest in a position if the organization didn't list a salary range in the job description. Embracing pay transparency can create a competitive differentiator for attracting and retaining talent.

Retention Challenges

Impact of State/National/Institutional DEI Policy Changes

(regarding strategy, candidates, hiring, retention)



Respondents checked all that apply

The varied impacts of DEI policy changes on nonprofit organizations underscore both progress and areas needing continued focus and improvement.

As of late 2024, at least ten states have implemented restrictions on DEI programs. Some of these policies ban

state funds from being used for programs designed to provide opportunities to diverse populations, and for other diversity-based programs and activities, such as revenue-based DEI corporate training programs. We will monitor impact of these changes throughout 2025.

Salary Ranges

by Budget Size

Compensation does not include benefits, perks, or bonuses.
If your organization does not use the job title listed, find the title that most closely fits what your organization uses.

JOB TITLE	\$2 Million and Under	\$2.1 - \$10M	\$10.1 - \$20M	\$20.1 - \$50M	\$50.1 - \$100M	\$100.1 - \$250M	Greater than \$250M
CEO/PRESIDENT		\$150,000-\$159,000	\$215,000-\$224,000	\$300,000-\$309,000	\$345,000-\$354,000	\$355,000-\$364,000	\$500,000-\$509,000
EXECUTIVE DIRECTOR	\$85,000-\$94,000	\$150,000-\$159,000	\$160,000-\$169,000	\$200,000-\$209,000	\$190,000-\$199,000	\$150,000-\$159,000	\$130,000-\$139,000
CHIEF OF STAFF		\$100,000-\$109,000	\$140,000-\$149,000	\$125,000-\$134,000	\$170,000-\$179,000	\$190,000-\$199,000	\$140,000-\$149,000
VP/COO	\$75,000-\$84,000	\$130,000-\$139,000	\$150,000-\$159,000	\$190,000-\$199,000	\$205,000-\$214,000	\$220,000-\$229,000	\$285,000-\$294,000
CFO/VP FINANCE		\$120,000-\$129,000	\$150,000-\$159,000	\$200,000-\$209,000	\$230,000-\$239,000	\$265,000-\$274,000	\$290,000-\$299,000
DIRECTOR OF FINANCE	\$30,000-\$39,000	\$100,000-\$109,000	\$110,000-\$119,000	\$125,000-\$134,000	\$130,000-\$139,000	\$160,000-\$169,000	\$170,000-\$179,000
CONTROLLER		\$100,000-\$109,000	\$110,000-\$119,000	\$130,000-\$139,000	\$145,000-\$154,000	\$155,000-\$164,000	\$115,000-\$124,000
ACCOUNTANT	\$10,000-\$19,000	\$70,000-\$79,000	\$70,000-\$79,000	\$80,000-\$89,000	\$80,000-\$89,000	\$75,000-\$84,000	\$80,000-\$89,000
BOOKKEEPER	\$10,000-\$19,000	\$50,000-\$59,000	\$60,000-\$69,000	\$60,000-\$69,000	\$50,000-\$59,000	\$50,000-\$59,000	\$70,000-\$79,000
VP/CHIEF DEVELOPMENT OFFICER		\$130,000-\$139,000	\$155,000-\$164,000	\$190,000-\$199,000	\$190,000-\$199,000	\$230,000-\$239,000	\$160,000-\$169,000
MAJOR GIFTS OFFICER		\$80,000-\$89,000	\$80,000-\$89,000	\$100,000-\$109,000	\$125,000-\$134,000	\$120,000-\$129,000	\$130,000-\$139,000
DIRECTOR, DEVELOPMENT	\$80,000-\$89,000	\$95,000-\$104,000	\$100,000-\$109,000	\$130,000-\$139,000	\$110,000-\$119,000	\$120,000-\$129,000	\$190,000-\$199,000
DIRECTOR/ MAJOR GIFTS/ CORPORATE GIVING		\$90,000-\$99,000	\$90,000-\$99,000	\$150,000-\$159,000	\$125,000-\$134,000	\$130,000-\$139,000	\$180,000-\$189,000
DIRECTOR, EVENTS		\$70,000-\$79,000	\$70,000-\$79,000	\$85,000-\$94,000	\$95,000-\$104,000	\$105,000-\$114,000	\$130,000-\$139,000
GRANTS ADMINISTRATOR		\$60,000-\$69,000	\$70,000-\$79,000	\$80,000-\$89,000	\$90,000-\$99,000	\$80,000-\$89,000	\$120,000-\$129,000
GRANTS WRITER	\$10,000-\$19,000	\$60,000-\$69,000	\$70,000-\$79,000	\$70,000-\$79,000	\$70,000-\$79,000	\$70,000-\$79,000	\$100,000-\$109,000
DEVELOPMENT MANAGER	\$50,000-\$59,000	\$70,000-\$79,000	\$70,000-\$79,000	\$80,000-\$89,000	\$80,000-\$89,000	\$90,000-\$99,000	\$120,000-\$129,000

Salary Ranges by Budget Size

(continued)

JOB TITLE	\$2 Million and Under	\$2.1 - \$10M	\$10.1 - \$20M	\$20.1 - \$50M	\$50.1 - \$100M	\$100.1 - \$250M	Greater than \$250M
VP/CHIEF HR OFFICER		\$110,000-\$119,000	\$110,000-\$119,000	\$170,000-\$179,000	\$170,000-\$179,000	\$190,000-\$199,000	\$285,000-\$294,000
DIRECTOR, HR		\$90,000-\$99,000	\$100,000-\$109,000	\$130,000-\$139,000	\$110,000-\$119,000	\$120,000-\$129,000	\$155,000-\$164,000
DIRECTOR, TALENT ACQUISITION		\$35,000-\$44,000	\$85,000-\$94,000	\$70,000-\$79,000	\$110,000-\$119,000	\$105,000-\$114,000	\$90,000-\$99,000
DIRECTOR, DEIB		\$35,000-\$44,000	\$100,000-\$109,000	\$120,000-\$129,000	\$100,000-\$109,000	\$155,000-\$164,000	\$120,000-\$129,000
DIRECTOR, BENEFITS/REWARDS		\$70,000-\$79,000	\$80,000-\$89,000	\$110,000-\$119,000		\$110,000-\$119,000	\$80,000-\$89,000
EMPLOYEE EXPERIENCE/TALENT MANAGEMENT			\$65,000-\$74,000	\$80,000-\$89,000	\$95,000-\$104,000	\$70,000-\$79,000	\$80,000-\$89,000
HR MANAGER		\$70,000-\$79,000	\$70,000-\$79,000	\$80,000-\$89,000	\$90,000-\$99,000	\$85,000-\$94,000	\$130,000-\$139,000
VP/CMO		\$130,000-\$139,000	\$150,000-\$159,000	\$190,000-\$199,000	\$200,000-\$209,000	\$245,000-\$254,000	\$120,000-\$129,000
DIRECTOR, MARKETING/PR	\$50,000-\$59,000	\$100,000-\$109,000	\$100,000-\$109,000	\$130,000-\$139,000	\$115,000-\$124,000	\$105,000-\$114,000	\$110,000-\$119,000
MARKETING MANAGER	\$25,000-\$34,000	\$70,000-\$79,000	\$60,000-\$69,000	\$80,000-\$89,000	\$60,000-\$69,000	\$80,000-\$89,000	\$100,000-\$109,000
WEBSITE MANAGER/ONLINE GIVING		\$60,000-\$69,000	\$65,000-\$74,000	\$70,000-\$79,000	\$80,000-\$89,000	\$70,000-\$79,000	\$55,000-\$64,000
VP/CHIEF PROGRAMS OFFICER		\$120,000-\$129,000	\$150,000-\$159,000	\$180,000-\$189,000	\$200,000-\$209,000	\$200,000-\$209,000	\$160,000-\$169,000
DIRECTOR, PROGRAMS	\$70,000-\$79,000	\$90,000-\$99,000	\$110,000-\$119,000	\$120,000-\$129,000	\$100,000-\$109,000	\$100,000-\$109,000	\$135,000-\$144,000
PROGRAM MANAGER	\$60,000-\$69,000	\$70,000-\$79,000	\$80,000-\$89,000	\$80,000-\$89,000	\$70,000-\$79,000	\$75,000-\$84,000	\$110,000-\$119,000
PROGRAM ASSOCIATE	\$40,000-\$49,000	\$50,000-\$59,000	\$60,000-\$69,000	\$60,000-\$69,000	\$60,000-\$69,000	\$60,000-\$69,000	\$65,000-\$74,000
VP/CIO		\$45,000-\$54,000	\$75,000-\$84,000	\$200,000-\$209,000	\$130,000-\$139,000	\$190,000-\$199,000	\$245,000-\$254,000
DIRECTOR, IT		\$75,000-\$84,000	\$100,000-\$109,000	\$110,000-\$119,000	\$130,000-\$139,000	\$125,000-\$134,000	\$100,000-\$109,000
DATABASE ARCHITECT		\$60,000-\$69,000	\$60,000-\$69,000	\$100,000-\$109,000	\$115,000-\$124,000	\$120,000-\$129,000	\$50,000-\$59,000
DATABASE ADMINISTRATOR		\$65,000-\$74,000	\$70,000-\$79,000	\$80,000-\$89,000	\$110,000-\$119,000	\$80,000-\$89,000	\$80,000-\$89,000
DATABASE/CRM MANAGER		\$70,000-\$79,000	\$70,000-\$79,000	\$70,000-\$79,000	\$110,000-\$119,000	\$100,000-\$109,000	\$90,000-\$99,000

About Career Blazers Nonprofit Search

Career Blazers Nonprofit Search has a rich history dating back to 1949. A family business at its roots, Career Blazers was founded by a woman, and is woman-owned, and operated today. The team represents many years of leadership in the employment, placement, and nonprofit world. In 2024, we celebrated our 75th Anniversary. We encourage you to peruse our history of innovation at <https://careerblazersnonprofitsearch.com/history-of-staffing-innovation/>.

Today, we are committed solely to the nonprofit community, identifying and securing exceptional talent to drive our clients' missions forward. We bring to reality the best client and candidate experiences knowing that our depth of understanding of the nonprofit world and our comprehensive experience in placement will provide unsurpassed value to our clients and candidates.

Dedication and focus on the varied sectors of nonprofit organizations enable our professionals to strategize with our clients in the most effective way, keeping their specific mission at the forefront. Our accumulated understanding of the steps taken to secure the talent that makes a difference in our client's organization makes Career Blazers Nonprofit Search a formidable partner for a nonprofit organization seeking to advance their mission with the best talent.

For seventy-five years we have been providing a reliable frame of reference to help organizations evaluate the emerging trends, opportunities, and challenges in the talent marketplace. Thank you to all of the 615 nonprofit organizations across the country that participated in this national survey.



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