

The Impact Insight:

Nonprofit Hiring, Volunteerism, and Board Participation

Great nonprofit teams make great progress possible. But for many organizations around the world, identifying passionate people with critical skills is proving challenging.

To find out more about the talent challenges facing organizations, LinkedIn for Nonprofits conducted two surveys to understand how global nonprofit professionals, LinkedIn members, and average internet users feel about a variety of nonprofit-related topics — including hiring, volunteerism, and board participation.

Let's dig deeper into the findings ↓



Hiring qualified employees

Nonprofit professionals are under pressure to make resources go further, putting a strain on talent attraction and sourcing. According to surveyed nonprofit professionals:

This was the top hiring challenge in the U.S. and UK.



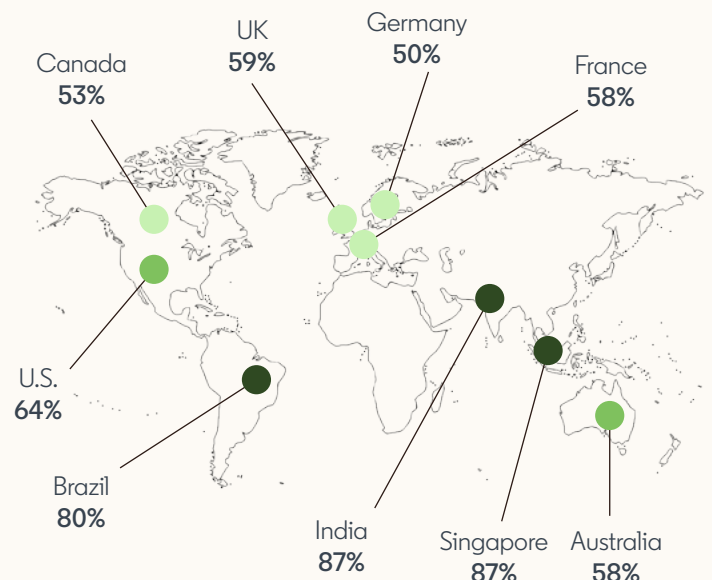
Nonprofit professionals are overcoming sourcing challenges by using LinkedIn to attract and hire qualified talent, with **66% of those surveyed having used LinkedIn to source talent.**

From leveraging **Career Pages** to showcase their mission and culture, to using **LinkedIn Talent Insights** to identify skill gaps and inform talent planning, organizations are using [LinkedIn's discounted Talent Solutions for nonprofits](#) to attract and hire qualified talent.



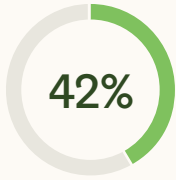
Nonprofit professionals who have used LinkedIn to source new talent

% of survey respondents who agree

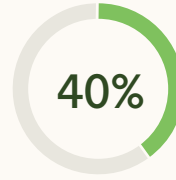


Finding skilled and passionate volunteers

Volunteers can play a transformational role at their organizations — but the right volunteers can be hard to find. Globally, surveyed nonprofit professionals rank volunteer acquisition difficulties as their top two hiring challenges:



say it's difficult to find and/or attract volunteers who have specific, needed skills.



say it's difficult to find and/or attract volunteers who are aligned with the cause.



This was the top hiring challenge in Canada, France, India, and Australia.

Nonprofits are tackling their volunteer acquisition challenges using [LinkedIn Recruiter](#) to identify people who match their specific needs. Others use [LinkedIn Jobs](#) to target and manage qualified volunteer candidates.

In fact, **two in three surveyed nonprofit professionals (64%) agree they've successfully sourced new volunteers via LinkedIn.**

With over 900 million members across over 200 countries and territories around the world, LinkedIn is the perfect platform for nonprofits to find people curious about volunteering.

Among those surveyed, LinkedIn members are almost 2x as likely as average internet users to say they follow nonprofits on social media:

45% vs. 27%

LinkedIn members vs. average internet users

% of survey respondents who agree

■ LinkedIn members ■ Average internet users

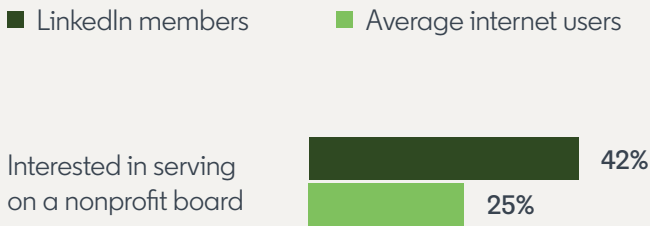


Building engaged boards

1 in 5 surveyed LinkedIn members (20%) currently serve on a nonprofit board, compared to 15% of average internet users — and many more are looking for the right opportunity:

LinkedIn members vs. average internet users

% of survey respondents who agree



Nonprofits can use LinkedIn to identify potential board members with an interest in their cause. Interestingly, among those surveyed, **LinkedIn members are more likely than average internet users to say they engage with nonprofit posts on social media (43% vs. 25%).**

The most engaged board members often feel a personal connection to the organization’s mission. **Many nonprofits use [LinkedIn Sales Navigator](#) to find and connect with potential board members** who mention relevant keywords on their profiles.

Whether nonprofits are looking to strengthen their board, recruit dedicated volunteers, or build a world-class team, they can find the talent they need on LinkedIn.



Among those surveyed, LinkedIn members are more likely than average internet users to say they post about nonprofits that they care about on social media:

72% vs. 54%

About the Impact Insight

The Impact Insight dives into top issues facing the global nonprofit community, as informed by 2023 LinkedIn for Nonprofits survey data. To discover and inform these insights, LinkedIn for Nonprofits conducted two surveys in the U.S., Canada, UK, France, Germany, Brazil, Singapore, Australia, and India. The first survey sampled 5,073 nonprofit professionals and the second sampled 2,636 LinkedIn members and 2,636 non-members.