Talent Pool Report
Non-Profit, Fundraising, and Grant Making

North America
2013

By The Numbers

1.2 MM LinkedIn members

215,530 recent grads have joined the workforce

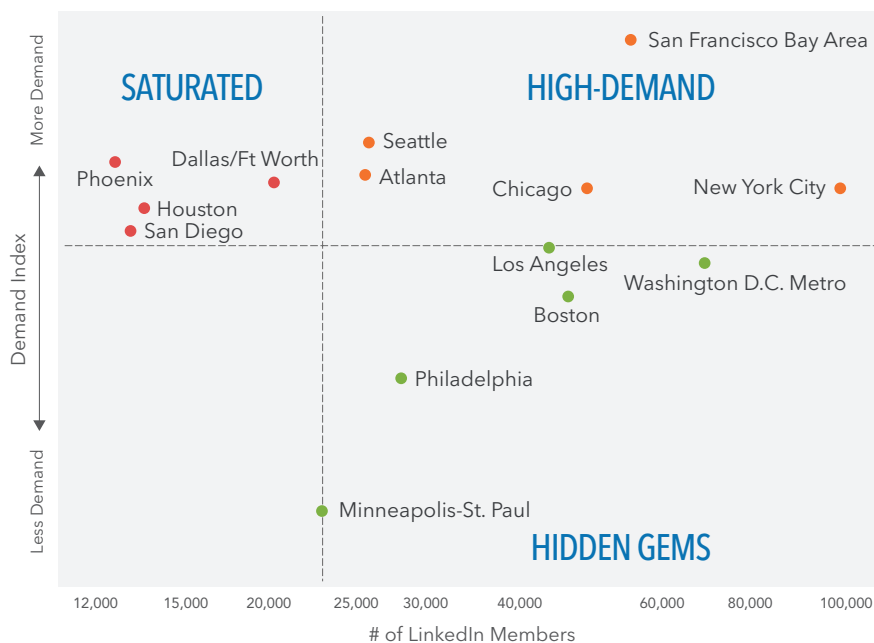**46%** of non-profit professionals are managers or above

1 in 10 changed jobs in the past 12 months

Non-profit professionals in SF are **3x more likely** to be contacted by a recruiter than those in Portland

Where should you look for talent?

SATURATED

HIGH-DEMAND

San Francisco Bay Area

More Demand

Demand Index

Less Demand

Phoenix
Dallas/Ft Worth
Houston
San Diego

Seattle
Atlanta
Chicago
New York City

Los Angeles
Washington D.C. Metro
Boston

Philadelphia

Minneapolis-St. Paul

HIDDEN GEMS

12,000   15,000   20,000   25,000   30,000   40,000   60,000   80,000   100,000

# of LinkedIn Members

Overview & Methodology

A world of insights can be gathered from LinkedIn's 238 million members - the world's largest professional network. Talent pools are defined by member skillset, based on the skills and keywords on a member profile. Skillsets group similar and related skills that are critical to a certain profession or industry. Within each skillset LinkedIn Recruiter activity and member characteristics are used to determine supply and demand for talent. A higher demand index means that the average professional in a region is interacting with recruiters more frequently than peers in other regions. Data about job consideration comes from our semiannual talent drivers survey of over 100,000 members.

What skills and keywords should you look for?

Volunteer Management   Fundraising
Grant Writing   Community Outreach
Nonprofits
Public Speaking   Social Media
Program Development
Event Planning
Public Relations   Research

What do non-profit professionals look for in a job?

EXCELLENT COMPENSATION & BENEFITS — 65% / 57%
ABILITY TO MAKE AN IMPACT — 34% / 52%
GOOD WORK/LIFE BALANCE — 53% / 51%
A PLACE I WOULD BE PROUD TO WORK — 37% / 42%
CULTURE THAT FITS MY PERSONALITY — 33% / 39%
JOB SECURITY — 42% / 33%
STRONG CAREER PATH — 26% / 22%
A COMPANY WITH A LONG-TERM STRATEGIC VISION — 25% / 21%

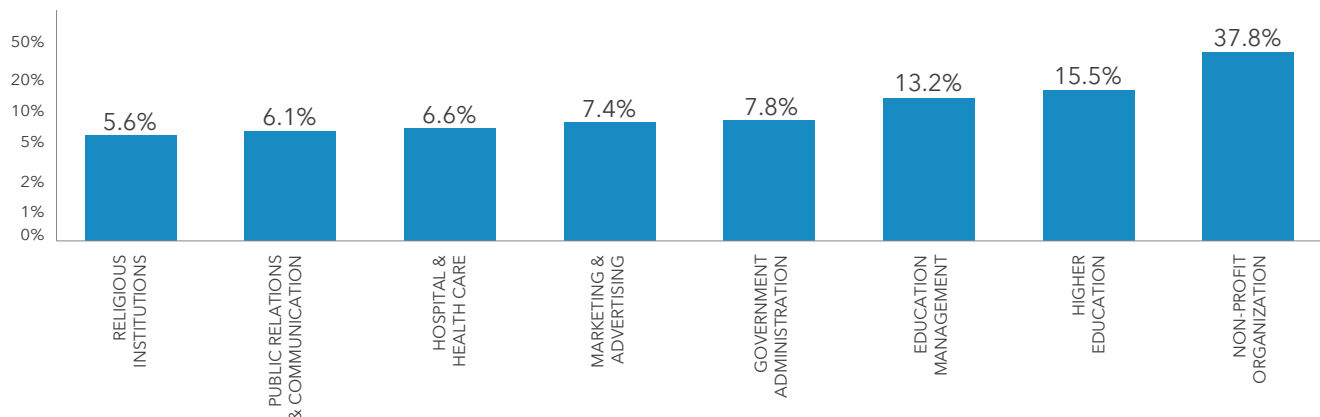■ North America Average
■ Non-Profit Professionals

What schools do recent graduates come from?

- The George Washington University
- University of Washington
- USC
- UC Berkeley
- American University
- University of Michigan
- University of Minnesota-Twin Cities
- Boston University
- DePaul University
- Columbia University

Most popular LinkedIn groups

- The Chronicle of Philanthropy
- Social Media Marketing
- Mojalink – Non Profit Network
- Mojalink – Non Profit & Philanthropy Jobs
- Social Media for Non Profit Organizations

Which industries employ non-profit professionals?

- RELIGIOUS INSTITUTIONS — 5.6%
- PUBLIC RELATIONS & COMMUNICATION — 6.1%
- HOSPITAL & HEALTH CARE — 6.6%
- MARKETING & ADVERTISING — 7.4%
- GOVERNMENT ADMINISTRATION — 7.8%
- EDUCATION MANAGEMENT — 13.2%
- HIGHER EDUCATION — 15.5%
- NON-PROFIT ORGANIZATION — 37.8%

How can you connect with non-profit professionals?

1. Leverage your Employees' Networks

The #1 activity on LinkedIn is viewing other members profiles. You can connect with priority talent whenever they visit an employee's profile page using Work With Us ads.

2. Engage in Conversation through Status Updates

Updates to your followers can be targeted (i.e. by function, by geography) to send relevant, timely updates to your priority talent pools. You can reach beyond your follower base using Sponsored Updates.

3. Tell a Relevant Talent Brand Story

Share why your company is unique and use LinkedIn's talent driver data to better understand what this talent pool cares most about. Premium career pages allow for segment-specific targeting to ensure priority talent sees the content most relevant to them.

4. Measure and Track your Progress

Talk to your LinkedIn rep to measure the strength of your Talent Brand with this talent pool and to learn how you stack up against your competition.

Additional Talent Pool Reports: lnkd.in/TalentDemand
Learn more about LinkedIn Talent Solutions: talent.linkedin.com