



# Nonprofit Executive Market Survey

## Anonymous Executive Survey I Results

MPS reached out to over 13,000 nonprofit executives to find out where they perceive pain in their efforts to fulfill their mission. Key factors analyzed were:

- Ability to collect market research and use that information to adjust strategy
- Willingness of leaders to make changes based on new data
- Ability to identify and provide services that constituents want
- Willingness to adjust prices for service offerings and donation requests
- Ability to implement changes in the organization when a new strategy is decided

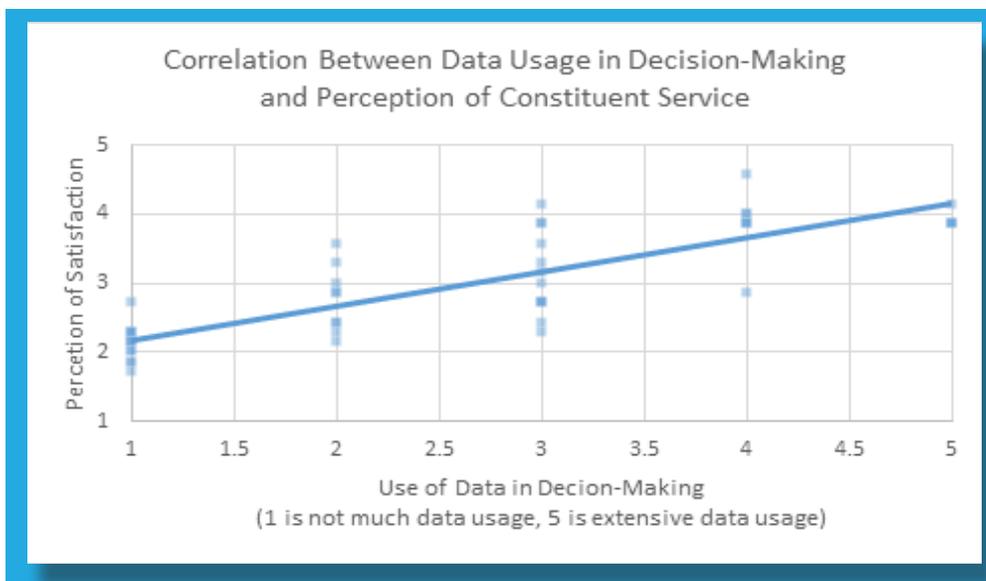
Results of the survey showed that most nonprofit leaders conduct outside research, either through member surveys or collaboration with partners. When they use the results of this research to guide decisions, they consistently report better staff engagement and better service to stakeholders.

However, when research is not used to guide decision-making, or when research is faulty, service to stakeholders is consistently low, along with leaders' satisfaction in the outcomes of their decisions.

## Research Gets Results

The top 20% of organizations reporting they are satisfied with the outcomes of their decisions also reported that they actively seek out data from stakeholders and partners, and insure that their decisions are guided by that data. However there was considerable variation in how well the remaining 80% of organizations collect data. The bottom 20% of organizations that either don't collect data or don't use it to make strategic decisions consistently reported that they were unsatisfied with the outcomes of their strategic choices.

There is a clear pattern that research leads to better decisions and better outcomes. While many leaders are accustomed to leading by industry knowledge and intuition, the results are very clear: Collecting data from your stakeholders consistently improves the quality of the decisions you make, and improves the results from those decisions.

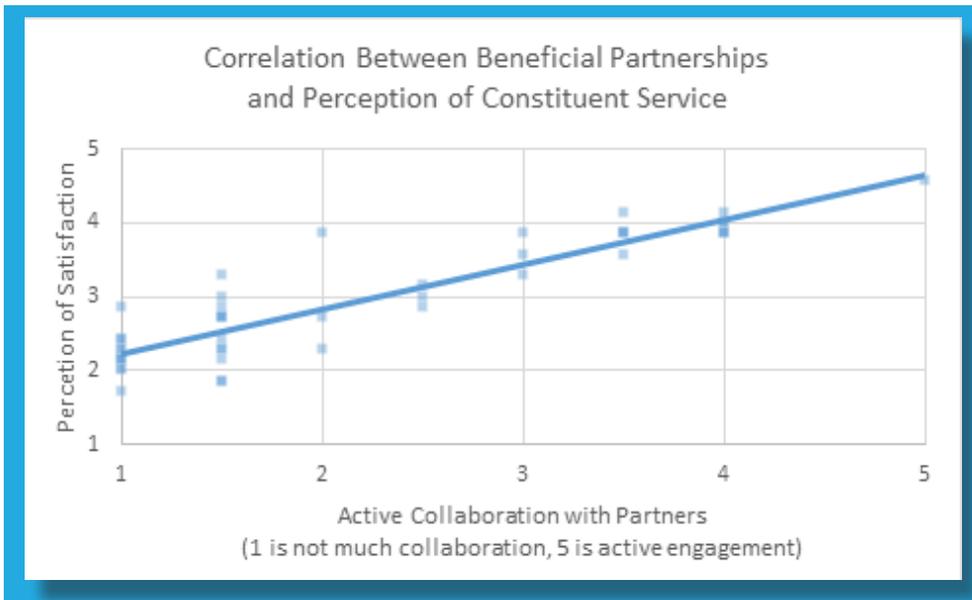


## Key Takeaway

Leaders who actively ask the right questions of their stakeholders, and make decisions based on that data, consistently perceive better results than if they worked on instinct or intuition.

# Benefits of Collaboration

Nearly all organizations reported that they have active collaboration with partner organizations and similar industries. While not all reported success with these partnerships, there is a clear pattern of partnerships being associated with achieving goals. Organizations that reported successful and productive partnerships also reported a 48% improvement in successful strategic initiatives over those that did not have those partnerships.



(Note that no organizations surveyed perceived that they were a "1" in these categories.)

## Key Takeaway

The lesson is clear: solid and productive collaboration with related industry groups leads to better decision-making and more successful projects.

## Balancing Portfolio of Services Improves Outcomes

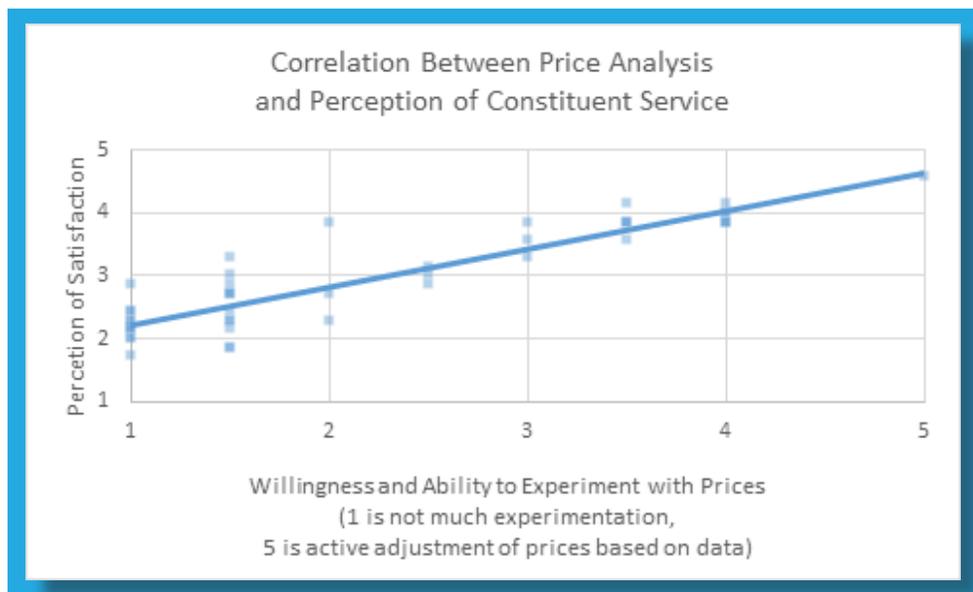
All organizations provide a portfolio of services to their members, but those that regularly consider which services to provide perceive better outcomes from their efforts. The top 20% of organizations surveyed based on overall satisfaction were 52% more likely to regularly review and adjust the programs they provide.

### Key Takeaway

Being willing to make difficult decisions and cancel programs leads to better outcomes for your most beneficial programs.

## Price Matters

Organizations that regularly review prices, and are willing to change them, reported significantly more satisfaction in their outcomes. This was consistent across all organizations. The top 20% of organizations that regularly review and adjust prices based on market research reported 46% better overall satisfaction and service to their mission.



### Key Takeaway

Regularly adjusting prices significantly improves how well you accomplish your mission.



## In Summary

If you would like to improve your marginal Return to Mission with an improved Service Value Diagnostic, or would like a better Member Needs Analysis and an accurate Return to Mission Analysis, contact us.

M Powered Strategies is a consulting firm that understands the unique challenges that nonprofit organizations face. From resource management and budget constraints to complex strategic partnerships and critical, high-profile projects, we provide our clients with the capable advisers they require to achieve results and deliver on the mission.

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