

News & Views:

Non-Profits

An Informational Resource

College Grads Turn to Public Sector and Nonprofits for Jobs

Scarce jobs in the private sector have led a new generation of college students to look to non-profit organizations and public service jobs for post-graduation employment.

According to a New York Times analysis of the American Community Survey by the United States Census Bureau, the number of college graduates working for the federal government increased 16% between 2008 and 2009. Meanwhile, the number of

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Volunteer Recruiting Tips

What do people think about before they consider volunteering their time and talents to an organization and how can organizations best engage their volunteers? Answers are found in a new study released by Volunteer Canada and Manulife Financial.

The study helps explain why Canada has one of the highest rates of volunteerism in the world. The most telling findings revealed that the greatest challenge for non-profits is matching opportunities with volunteer interests.

- Many people have professional skills, but they are looking for volunteer opportunities that are not associated with these skills.
- While many organizations want long-term commitment, most volunteers prefer short-term opportunities.



- While organizations are expected to clearly define the roles and boundaries for their volunteers, many volunteers want the flexibility to create their own volunteer opportunity.
- Some workers said they would volunteer more if their employers provided had more flexible work schedules and they offered more opportunities for employees to work together toward a common cause.

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Troubled Economy: The Focus of Nonprofit Conference

The largest Mid-west conference for managers of nonprofit organizations takes place May 17 in Chicago, covering "Strategies for Excelling in a Fast-Changing World."

More than 40 of the country's top nonprofit management experts and thought leaders will conduct strategy-level discussions and practically-focused mini workshops throughout the day.

Attendees will be given tools to better manage their evolving nonprofit challenges so they can address them more effectively. Working smarter and accomplishing more with less in our troubled economic times are the two primary goals.

North Park University has been holding the Axelson Center Symposium for Non-profit Professionals and Volunteers for the past 12 years. Online registration is available at: www.northpark.edu/symposium

Which Nonprofits Need Money Most?

According to a 2010 national survey by **The NonProfit Times and Infogroup/Nonprofit**, the top four nonprofit sectors that need money most now are: education, health, civic and religious organizations—in that order.

In spite of this, more than half of the money Americans donated to charities last year went to religions. Apparently the givers' heads are saying

one thing and their hearts are saying something else; and, their hearts are winning out. Back in 1992, religion finished third behind education and health groups in response to the same question. So, civic causes today have surpassed religions' need for money in donors' minds. Our suffering economy has probably contributed to this change in attitude.

In addition, the actual

response rates among givers for 2010 indicated that nonprofits involved in education have reason to believe that their fundraising appeals will be more warmly received this year: **education, 35%; health, 24%; civic or community, 12%; religion, 9%; overseas crisis/relief, 8%; environmental organizations, 7%;** political organizations, 1%; other, none and don't know totaled 4%.



The latest figures, compiled from American philanthropy, for actual donations are from 2009 when religion received \$100.95 billion and education received \$40 billion.

The fact that more women than men tend to think education needs more money seems to indicate that men control more of the purse strings.

Adventist Development and Relief Agency, Aidmatrix, American Jewish Joint Distribution Committee, Americas, CAFAmerica, and Oxfam.

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college grads working for nonprofit organizations grew 11%.

As more graduates lean toward public service and nonprofit organizations, competitiveness has increased dramatically. One popular nonprofit organization, AmeriCorps, has seen its application rate nearly triple in just the past two years.

Another nonprofit that provides education in underserved communities, Teach for America, saw a record number of applicants last year, following a 32% increase.

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The findings also indicated that various volunteer groups had their own unique perspectives on volunteerism: youth, baby boomers, families, and employer-supported volunteers.

For example, young people often feel that they're discriminated against by organizations because organiza-

tions typically don't engage their passions and skills.



On a more positive note, the study revealed that just about all volunteers like to work in groups to network socially and for business.

So, it's not surprising that

volunteers these days are more goal oriented, autonomous, tech savvy and mobile than before.

Many Nonprofits Helped Japan's Earthquake Victims

Scores of nonprofits who responded to calls for assistance to help the millions of people who were affected by Japan's largest earthquake in its history.

They included: Red Cross, World Vision, Catholic Relief Services, Action Against Hunger,

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