

# massnonprofit.org

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## What it is...

**massnonprofit.org** is the premier information and advice resource for nonprofit organizations in Massachusetts. You can access [www.massnonprofit.org](http://www.massnonprofit.org) *free of charge*.

## Why it's needed...

The Massachusetts nonprofit sector is vital and growing, but lacks cost-effective and convenient access to critical information and expert advice. Today there are about 25,000 nonprofits (charities and foundations) in the state. Nearly three-quarters of them were established since 1980. More than 75% have annual incomes of \$1 million or less, and 61% have annual incomes under \$250,000.

Given limited resources, nonprofits of all sizes need funding to thrive and achieve their missions. But they also need information and tools to enhance their organizational capacity in such key areas as:

- Employee relations, compensation, and benefits
- Information systems and technology
- Marketing, public relations, and promotion
- Fund-raising and financial management
- Volunteerism, constituent relations, and board relations

Until now there has been no up-to-date, authoritative resource — in print or online — devoted to informing and supporting Massachusetts nonprofits. **massnonprofit.org** fills this gap.

## Who it's for...

**massnonprofit.org** targets the needs of:

- Employees at nonprofits
- Directors and other advisors to nonprofits
- People seeking work at nonprofits
- Volunteers at nonprofits
- Providers of products and services to this sector

## How it works...

Visit [www.massnonprofit.org](http://www.massnonprofit.org) any time to learn what's new, tap expert advice, access resources, place help-wanted ads, or find a job. Check out our continually updated news postings, and sign up for your *free* emailed weekly copy of **The Wednesday Report**. Service providers can reach job seekers and decision makers at Massachusetts nonprofits through advertising at very competitive rates.

## About the Massachusetts nonprofit sector...

- **The nonprofit sector in Massachusetts is huge.** It employs more than 420,000 people — 1 out of every 7 workers — and ranks fourth in the nation in nonprofit employees as a share of total workers.
- **Nonprofit organizations spend money**, pumping some \$50 billion into the state's economy annually.
- **The nonprofit sector is a growth sector.** While total Massachusetts employment dropped 4% from 2000 to 2003, nonprofit employment grew nearly 9%.
- **Nonprofit workers are highly educated.** Overall, 57% of nonprofit employees have earned at least a bachelor's degree, compared to 37% of all Massachusetts workers.
- **Nonprofit workers are highly skilled.** Two-thirds hold a management or professional job, compared with 41% of the total Massachusetts workforce.
- **Nonprofit workers earn high incomes.** Median household income for nonprofit employees is \$68,800 vs. \$69,900 for all Massachusetts workers.

Source: *The Massachusetts Nonprofit Sector: An Economic Profile*, published by MassINC, March 2005.

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WHAT...WHY...WHO...HOW