

# Support for Those Who Support Others: Survey on Professional Development for Non-Profit Staff

## LEAST EFFECTIVE TYPES OF PD ARE MOST AVAILABLE TO NON-PROFIT STAFF



**Most available:**  
One-Time workshops  
Conferences  
Webinars



**Least available:**  
Peer mentoring  
Individualized coaching

## WHEN ASKED, "DO YOU FEEL NON-PROFITS SPEND ENOUGH ON PD TO ENSURE QUALITY?"

**74%**  
SAID NO



## WHAT WOULD BEST SUPPORT NON-PROFIT STAFF DEVELOPMENT?

- 64% want more follow-up support after workshops
- 50% want more individualized, one-on-one coaching
- 48% want more time allotted for pd
- 33% want more on-site PD to avoid traveling

## MOST DESIRED PD TOPICS:

Leadership/management

Professionalism

Equity, inclusion, and  
cultural competence



N=100, COMPLETE RESULTS AVAILABLE AT [CHANGEPD.COM](http://CHANGEPD.COM)

Human capital is the number one asset of any non-profit organization. Unfortunately, only 1% of foundation investments support staff development, and unrestricted donations are often spread thin across a number of expenses. This leaves few, if any, resources for professional development (PD), even though strong PD - training, coaching, job shadowing, and mentoring - can improve program quality and results. While businesses spend \$120 per person on PD, non-profits spend a mere \$29.

We know non-profit leaders are frustrated by this lack of investment - about half of those who leave a role cite a lack of PD as the reason for their departure. Moreover, the sector's well-documented lack of diversity is worsened when PD is ignored; evidence shows that employees of color often perceive limited or nonexistent PD as a form of bias. The non-profit sector can do better, so ChangePD set out to learn more and develop solutions.

According to 100 non-profit professionals, the least effective forms of PD are the most available. Studies show that "sustained and intensive" PD is most effective and that learning alongside one's colleagues maximizes impact.

When asked what they want PD to look like, respondents said "I would like it to focus on the harder topics for people to talk about", "More mentoring and coaching from leadership", and "It would be very helpful if there was follow up after the workshop to make sure I'm 1) actually implementing what I learned in the training and 2) doing it correctly."

What can we do? Non-profits leaders must commit to their team's development through coaching and job-relevant, on-site PD. Organizations should create a culture of learning, where staff are not penalized for taking time away to develop their skills. Instead, PD should be viewed as a necessary activity to deliver quality programs. Trainers can customize offerings and deliver PD over time. They can also provide follow-up services to check on implementation of learning and offer extra support as needed.

ChangePD is a consortium of trainers committed to maximizing the time and fiscal resources of youth-serving organizations. ChangePD is a project of Jennifer Curry Consulting, a minority- and woman-owned social enterprise that supports non-profits, government agencies, and socially-conscious companies.

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DEVELOPING PEOPLE WHO  
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