
THE STATE OF NONPROFIT STAFFING AND RECRUITMENT TRENDS

Charitable Advisors
LEADERSHIP TRANSITION • PLANNING • NOT-FOR-PROFIT NEWS



WHO AM I?



Integrated Digital Specialist

Lead a team of 120 Digital Experts

Indianapolis Digital Marketing Agency

Google and Facebook preferred vendor

26+ YEARS OF COMBINED EXPERIENCE

We will discuss effective digital media solutions to hire more effectively

- Industry & Local trends/news
- Digital recruitment metrics
- Local candidate discussion
- Effective digital tactics
- Charitable Advisors Partnership
- How this will work for YOU

EMPLOYMENT IN THE NEWS

The image shows a screenshot of the IBI.com website and a WISHTV.COM news article. The IBI.com header includes the logo and navigation links: HOME, NEWS, REGIONAL, THIS WEEK'S PAPER, BLOGS, OPINION, A&E, LISTS, PEOPLE, EVENTS. The main headline on IBI.com is "Indiana's unemployment low of 3 percent" dated July 21, 2017, by IBJ Staff. Below it are social media links and a list of "RELATED NEWS AND OPINION" items, including "Indiana unemployment rate sinks to near-record low" and "Indiana's unemployment rate jumps to 8.6 percent".

The WISHTV.COM article is titled "Indiana rolls out grant programs to fill high-demand jobs" by Eric Feldman, published on August 14, 2017. The article features a photo of a factory floor with the caption "State unveils jobs grants". The text states: "INDIANAPOLIS (WISH) — The state is setting aside \$20 million to help Hoosiers find work in high-demand jobs. Gov. Eric Holcomb is going around the state this week to talk about the Next Level Jobs grant program. You may not think many Hoosier companies are looking for workers since the state's unemployment is at 3 percent, the lowest in nearly 20 years. But think again."

45,000+ private sector jobs in past 12 months

'Nearly 95,000 jobs remain open across Indiana.'

Largest job gains by industry:
 Business Services
 Private Education
 Health Services

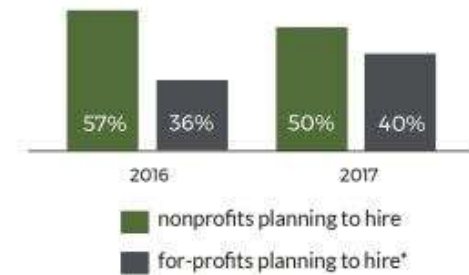
Indiana ranked 6th nationally for unemployment

2018 NONPROFIT TRENDS

Fast Company indicates that as community needs change and nonprofits are searching for better ways to deliver their services, they must invest in people and technologies.

2018 is off to an incredibly strong start for hiring – In January, hiring across the U.S. was 13.0% higher than in January 2017. (LinkedIn Workforce Report 2018)

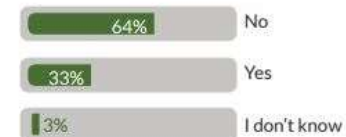
Organizations planning to hire in upcoming year



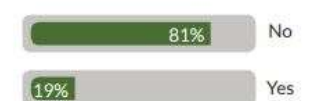
What is the greatest challenge your nonprofit faces when it comes to talent?



Does your organization have a formal talent acquisition (recruitment) strategy?

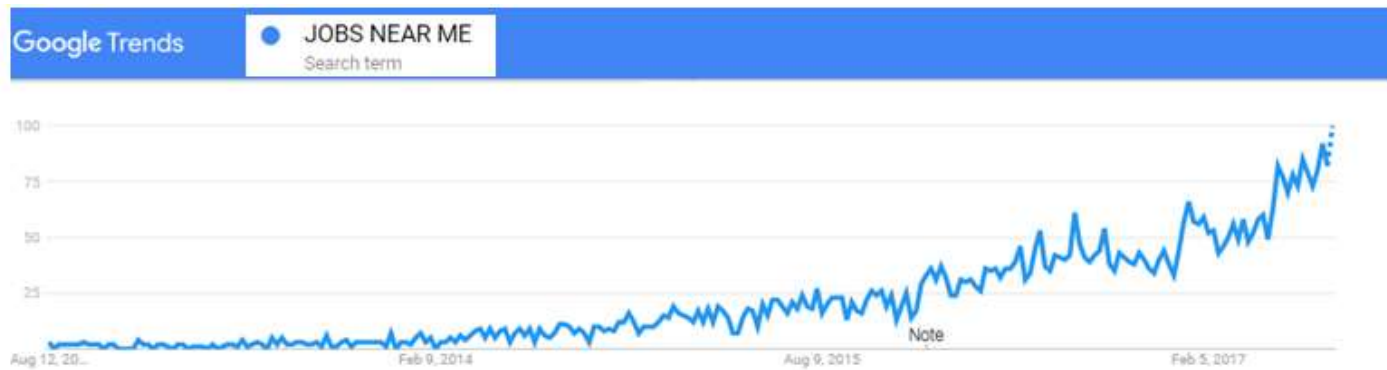


Does your organization have a formal retention strategy/program?



Sources: Nonprofit HR 2017
Employment Practices Survey, Fast Company

HOW JOB SEEKERS FIND RELEVANT INFORMATION



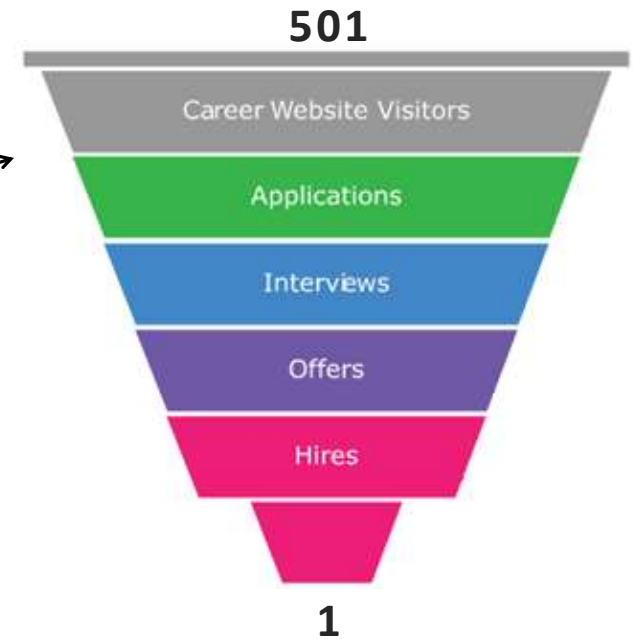
Interest by metro	Related topics	Related queries
<ul style="list-style-type: none"> 1 South Bend-Elkhart IN 100 2 Indianapolis IN 95 3 Terre Haute IN 88 4 Ft. Wayne IN 78 5 Lafayette IN 54 	<ul style="list-style-type: none"> 1 Job - Topic 100 2 Recruitment - Topic 20 3 Employment - Topic 5 	<ul style="list-style-type: none"> 1 hiring jobs near me 100 2 jobs hiring 95 3 jobs near me part time 40

Source: Google Trends, 2017

RECRUITMENT METRICS



Source: Jobvite, 2017



PUT YOUR MESSAGE IN FRONT OF THE RIGHT CANDIDATES

SAMPLE SOLUTIONS:

- Job Seekers
- Program Managers
- Coordinators
- Administrative Assistants
- Interns
- Managers
- Customer Service
- Volunteers

Passive and Active candidates from all angles



TAILORED DIGITAL STRATEGY

Spend your time and effort where candidates spend their time – online!

An effective strategy uses specific tactics that reach and inform people, accomplish the following:

1. Sell what you have to offer - - a great job!
2. Reach candidates who may not be considering you or your job
3. Highlight your outstanding company and its benefits
4. Active and passive job candidates

27.4% of job candidates that took action from an ad had learned about the posting from social media.



ONLINE

TACTICS



FACEBOOK ADVERTISING FOR THE PASSIVE CANDIDATE

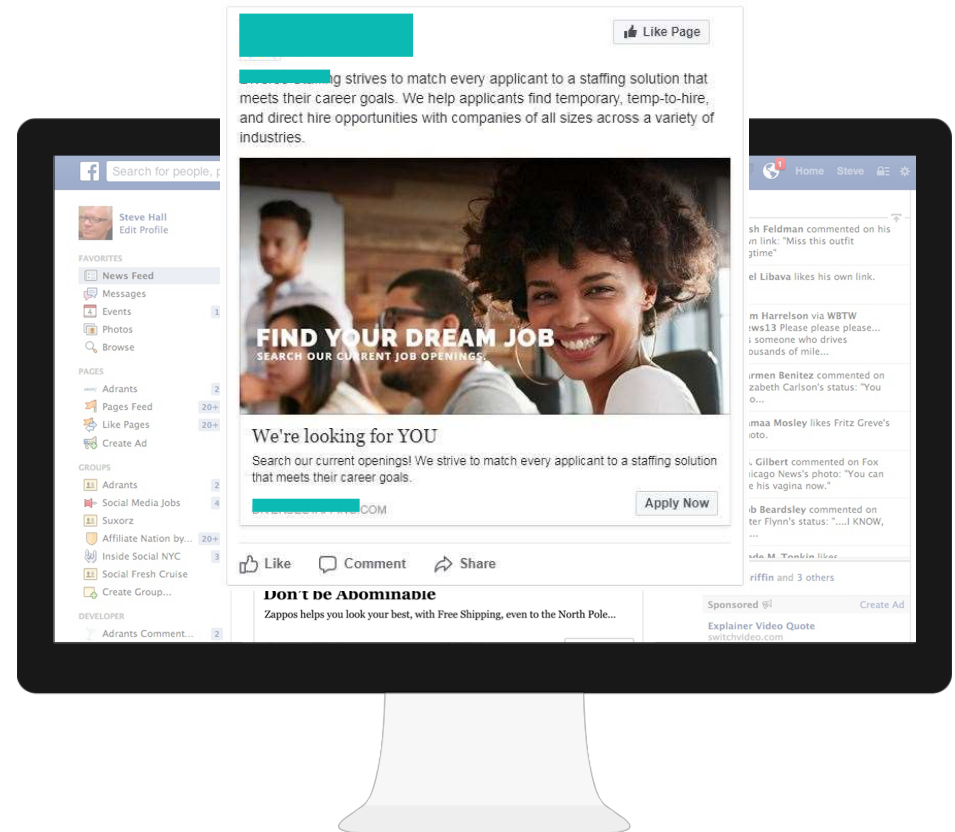
Facebook combines immense scale with granular targeting and creative to serve ads to a specific audience for both small and large campaigns. Facebook is a great cost-efficient form of advertising for clients beginning to invest in digital advertising or looking to increase their budgets. As a premier Facebook partner, HYFN Local draws from years of experience running local campaigns and leverages strategic support from Facebook inaccessible for most SMBs.

WHY IT WORKS

1. Target by job title
2. Target by location

Example: I want to target Administrative Assistants working in Indianapolis, IN and ask them to apply for my open role.

*Ad links back to your career page/job posting



SEARCH RETARGETING

Search Retargeting is a tactic designed to funnel candidates to your job postings page. Your ad will show to candidates via a display ad once they've previously searched for positions like yours in various search engines.

These types of ads will also reach users if they conduct searches on other websites such as job boards (i.e. Indeed, Glassdoor, Craigslist, etc.).

WHY IT WORKS

Retargeting

Puts your message in front of an active user looking for open positions like yours. Pairs strategically with a job board package such as Indeed!

Repetition

We will show your job ad to these candidates up to 3x to encourage them to come back and apply.

Visually Appealing

Allows your company to share your brand and core differentiators

Affordable



**Example ad, we will work with you on creative!*

GOOGLE ADVERTISING FOR THE ACTIVE JOB SEEKER

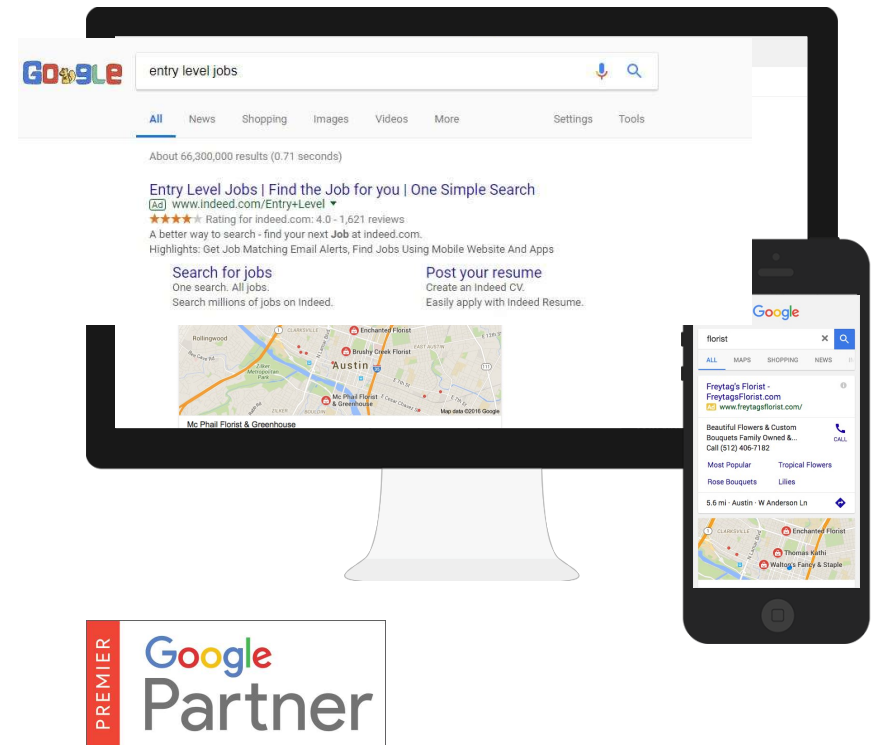
Search Engine Marketing advertises businesses alongside specific search terms and phrases that people use in search engines like Google and Bing. SEM is highly measurable, comparable, and actionable because of the amount of performance data captured during campaigns. For example, our team can track results to a specific conversion on a client's website.

WHY IT WORKS

1. Highly Measurable
2. Reach Active Job Seekers
3. Scalable Targeting
4. Sophisticated Ad Serving

KEYWORD IDEAS

Nonprofit volunteer roles, administrative assistant openings, work in nonprofit, nonprofit jobs



SITE RETARGETING | ACTIVE AND PASSIVE

Site Retargeting is the ability to retarget a website's visitors using creative through the display network.

This tactic encourages job candidates to come back and apply for the positions they were look at on your website.

KEY FEATURES / BENEFITS

1. Bring applicants back to your website
2. Increases message frequency
3. Makes every strategy more efficient



GET A JUMP ON COMPETITION

If you want to be competitive in today's market, you have to think digital. Companies in every industry are looking at adding these strategies to their recruitment methods.

Additional Benefits:

- Backfill candidates as needs come up “Always Be Recruiting”
- Target qualified candidates in your industry
- Target your competitors employees and encourage them to apply with you
- Increase awareness for your company and educate about the benefits of working for you



HOW WILL THIS WORK?

If we group together similar candidate needs this strategy becomes accessible for many small businesses.

HIGH LEVEL:

- All applicants will be directed to the Charitable Advisor's Career's page
- "Virtual Career Fair"
- Charitable Advisors will screen candidates and push to participating clients to begin the interview process
- Charitable Advisors is a strategic partner!

We expect this investment will justify itself through fewer open positions, fewer lost days of client service, reduced stress on staff at all levels, and better service to your clients and consumers.



A photograph of a person working at a wooden desk. The person's hands are visible, typing on a silver laptop. A white mug is on the desk next to the laptop. In the foreground, there are several sheets of paper with text on them. A teal graphic overlay is positioned over the center of the image, containing the text 'CASE STUDIES' in white, bold, sans-serif font. The background is slightly blurred, showing a window with blinds and a yellow chair.

CASE

STUDIES

CASE STUDY | EDUCATION

GOAL

A large public school in Indiana leveraged our expertise to drive awareness of new degree options while driving qualified leads for admissions contact across a specified geography, age group and in-market attributes.

HOW WE DID IT

Custom creative solutions towards graduate and undergraduate audiences, direct site placement, search engine marketing, geo-fencing feeder school

RESULTS

540 new applications via website in just over 4 months



CASE STUDY | WISH TV

GOAL

After months of failed recruitment efforts in a competitive market, we decided to drink the kool-aid. Traditional postings were not bringing qualified candidates to our doorsteps. We first concentrated on selling the company, instead of the position.

HOW WE DID IT

We leveraged the power of broadcast television, WISHTV.com and Facebook audience targeting to reach currently employed sales professionals, and their circle of influence.

RESULTS

60% increase in applicants, 4 hires to date





QUESTIONS?

THANK

YOU

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