



# 2025 Nonprofit Compensation Survey Results



# 2025 NONPROFIT COMPENSATION SURVEY

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- Be restricted to authorized personnel only.
- Not be used in collective bargaining or grievance proceedings.
- Completely protect organizational identity.

*For a complete list of surveys available from MRA, please visit our website at [www.mranet.org](http://www.mranet.org). Survey questions can be directed to 800.488.4845, ext. 3508 or [Surveys@mrnet.org](mailto:Surveys@mrnet.org).*

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- Free survey results for member participants.
- MRA's online survey tools—MRAPay and On-Demand Salary Tool.
- HRCI credit for recertification or SHRM Professional Development Credit (PDC) for qualifying surveys.

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### **POLICIES, BENEFITS, AND TRENDS DATA**

Staying current on policies, benefits, and trends can be daunting. We offer a variety of surveys to help you keep current and compliant.



### **COMPENSATION DATA**

We offer compensation data for over 1,000 unique jobs—providing you with accurate data for all areas within your organization.



### **BUSINESS INSIGHT & INTELLIGENCE**

What would you like to ask your customers or employees today? We can help provide answers to your most desired questions about your business.

# NONPROFIT COMPENSATION SURVEY RESULTS

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# INTRODUCTION

# NONPROFIT COMPENSATION SURVEY RESULTS

## EXECUTIVE SUMMARY

Nonprofits face unique challenges on top of the hurdles that most organizations are navigating today. While all employers are contending with tight labor markets, evolving employee expectations, and rising operational costs, nonprofits often operate within constrained budgets and balancing their mission-driven goals.

Every organization needs the right talent, as it is critical for the growth of the business. However, tight operating budgets and careful allocation of funds in the nonprofit sector make recruitment and retention efforts challenging. One effective way nonprofits can address talent management is through a strategic approach to total rewards.

A total rewards package can contain ways for organizations to provide monetary and tangible employee benefits. A comprehensive total rewards package goes beyond base pay. It also includes benefits such as health insurance, retirement plans, paid time off, and additional perks such as wellness programs, flexible work arrangements, and professional development opportunities.

Each component can play a critical role in shaping the employee's experience and fostering a sense of value and appreciation within the workforce. Organizations should consistently evaluate and enhance these elements throughout the year to demonstrate their commitment to employee welfare and satisfaction.

Moreover, the proactive approach to total rewards management fosters a culture of transparency, open communication, and fairness within the organization—all can be vital for driving engagement and reducing turnover.

Supporting leadership is another critical component of navigating these challenges. Nonprofit leaders often wear many hats, balancing operational responsibilities with advancing the organization's mission. Equipping them with resources, training, and strategic guidance can enhance their effectiveness, helping to foster a positive workplace culture and a motivated team.

Ultimately, nonprofits that prioritize a holistic and strategic approach to total rewards, employee experience, and leadership development can gain a competitive edge. By focusing on what they can offer—whether it's competitive pay, robust benefits, or a strong organizational culture—nonprofits can enhance their ability to attract and retain talent while remaining steadfast in their mission to make a difference.

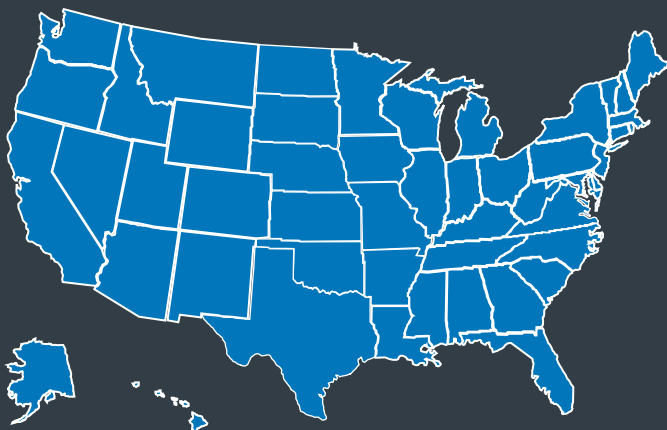
MRA has a history of producing meaningful and reliable compensation data over the many years we have produced this study. It should be used to benchmark jobs according to the market and your organization's philosophy. The results for the questions that were surveyed are shown in tables on the pages following this summary. They include additional breakouts by state when enough clean, relevant data was present.

Our goal is to help your organization navigate the best compensation strategy for your business. Use this data to help find out if you are competitive enough in this ever-changing market.



## SURVEY PARTICIPATION

Fig. 1



**169**  
ORGANIZATIONS

## TIMELINE OF THE SURVEY

Fig. 2



**OCT. 2024–NOV. 2024**  
SURVEY CONDUCTED

## ABOUT THE SURVEY

Fig. 3



**168**  
JOBS SURVEYED

# NONPROFIT COMPENSATION SURVEY RESULTS

## EXECUTIVE SUMMARY

### TALENT MANAGEMENT CHALLENGES

While all organizations have been grappling with shifting employee expectations, nonprofits can often be confronted with additional hurdles such as budget constraints, limited resources, and the need to align staffing strategies with mission-driven objectives. These factors can create a complex environment for attracting and retaining top talent.

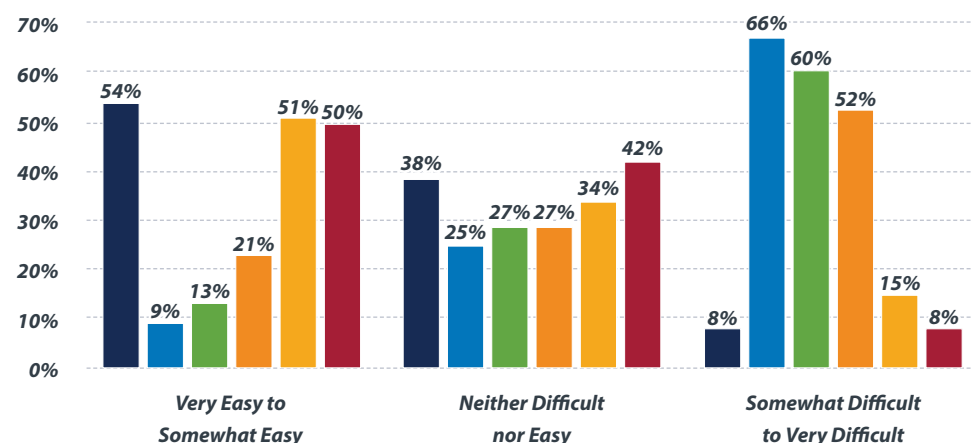
This year's data shows the roles that are hardest for organizations to recruit are manager (66 percent), professional (61 percent), and support staff (52 percent). Unlike for-profit organizations, nonprofits may struggle to offer the same level of compensation or robust benefits packages, which can make attracting high-quality candidates more difficult. Budget constraints often limit salary offerings, and while the opportunity to contribute to a meaningful mission can be a strong draw, it may not always compete with the financial incentives provided by other sectors. This is particularly evident in roles that require specialized skills or leadership experience, where candidates often have multiple opportunities to consider.

About half of respondents reported that support staff roles are most difficult to recruit (52 percent) and retain (48 percent). While many nonprofits excel at retaining employees once they are in the door—thanks to strong organizational cultures and a deep sense of purpose—the highest turnover is frequently seen among staff employees.

While challenges exist, a thoughtful and proactive approach can make all the difference in maintaining a strong and committed workforce. By leveraging strategic approaches to recruitment and retention, nonprofits can build resilient teams that are not only aligned with their mission but also equipped to drive sustainable success.

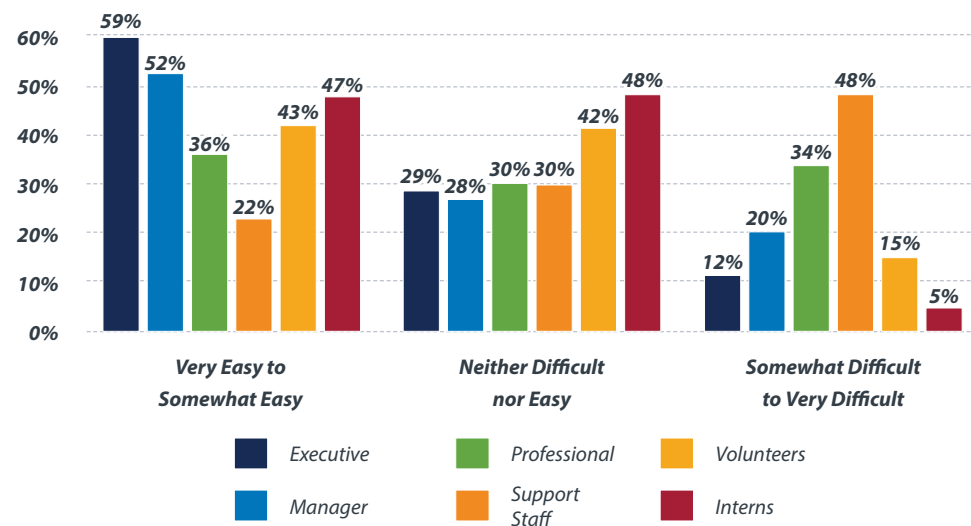
Recruitment Challenges by Employee Group

Fig. 4



Retention Challenges by Employee Group

Fig. 5





# NONPROFIT COMPENSATION SURVEY RESULTS

## EXECUTIVE SUMMARY

### CONCLUSION

As nonprofits navigate the dual challenges of mission-driven work and the competitive labor market, a strategic approach to total rewards can help the long-term success of an organization. By remaining competitive with compensation, offering meaningful benefits, and investing in leadership and workforce strategies, nonprofits can strengthen talent management.

Prioritizing employees as valuable assets not only enhances organizational stability but helps reinforce the nonprofit's mission. With thoughtful planning and a proactive mindset, organizations can thrive—making a lasting impact on both their teams and the communities they serve. Equally important is maintaining a culture of transparency and communication. When employees understand the value of their total rewards package and see opportunities for growth and development, they are more likely to feel engaged and committed.



### RELY ON **US**

Have questions on the data? Contact the Survey Department at 800.488.4845, ext. 3508 or email us at [Surveys@mrnet.org](mailto:Surveys@mrnet.org).

Want to talk it out? Call our HR Hotline 24/7 at 866-HR-Hotline (866.474.6854) to get the conversation going or email us at [InfoNow@mrnet.org](mailto:InfoNow@mrnet.org).





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