

Staff Salaries, Team Size and Budgets



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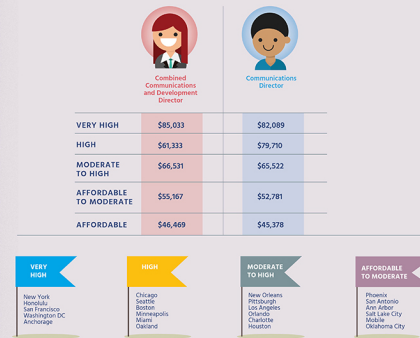
Staff Salaries

Salaries of U.S. Nonprofit Communications Staff
National Averages

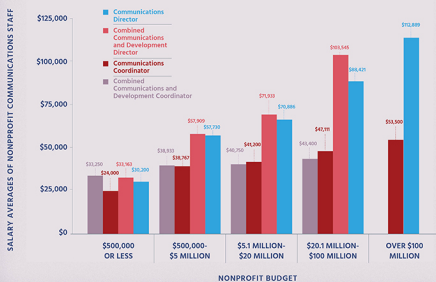


U.S. Average Salaries by Cost of Living

(We found no significant differences in salary based on cost of living estimates for coordinator positions)



U.S. Average Salaries by Organization Size*



*SALARY DATA COMPILED FROM 485 SURVEY PARTICIPANTS

Team Size

On average, nonprofits have **1 full-time communications staff member** for every **8 employees** overall.

Smaller organizations with annual budgets under \$1 million devote **2%** of their total staff to communications.

Mid-size organizations with annual budgets between \$1 million and \$10 million devote **10%** of their total staff to communications.

Larger organizations with annual budgets above \$10 million devote **4%** of their total staff to communications.



The nonprofits with the most effective communications **don't** have larger than average communications teams.

! However, a warning for nonprofits with budgets under \$1 million: **Don't short-change your communications.** The least effective nonprofits at this budget level devote only 1% of their staff to communications.

Average Communications Team Staffing, by Overall Budget of the Nonprofit

As a nonprofit's budget grows, the percentage of staff on communications will decline, while the total number of FTE on the communications team grows.



Budget

74% of nonprofits have a budget for communications.

The others either spend little to nothing on communications beyond salaries (7%) or find money for communications when needed, but without a specific budget (19%).

