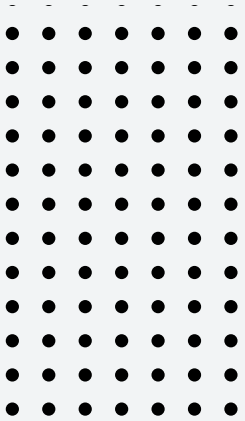


Nonprofit**HR**

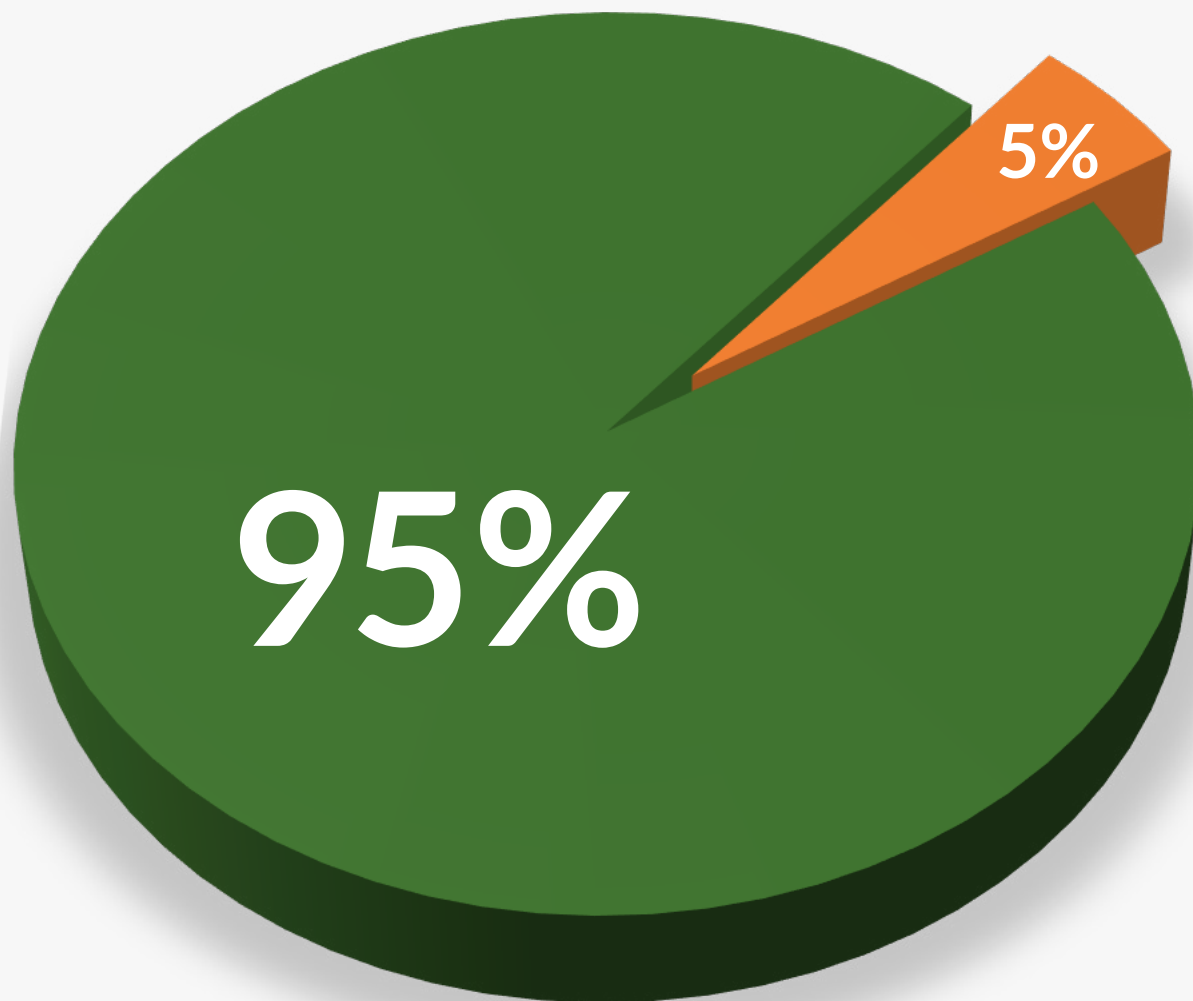



**2023 SOCIAL IMPACT
TALENT RETENTION
PRACTICES SURVEY**


NONPROFITHR.COM
202.785.2060
INFO@NONPROFITHR.COM




Please indicate your organization type.

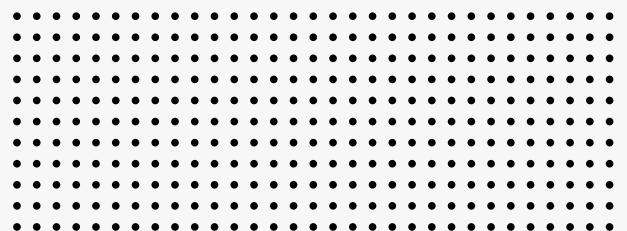


 A tax-exempt or nonprofit organization (including 501(c)) located in North America.

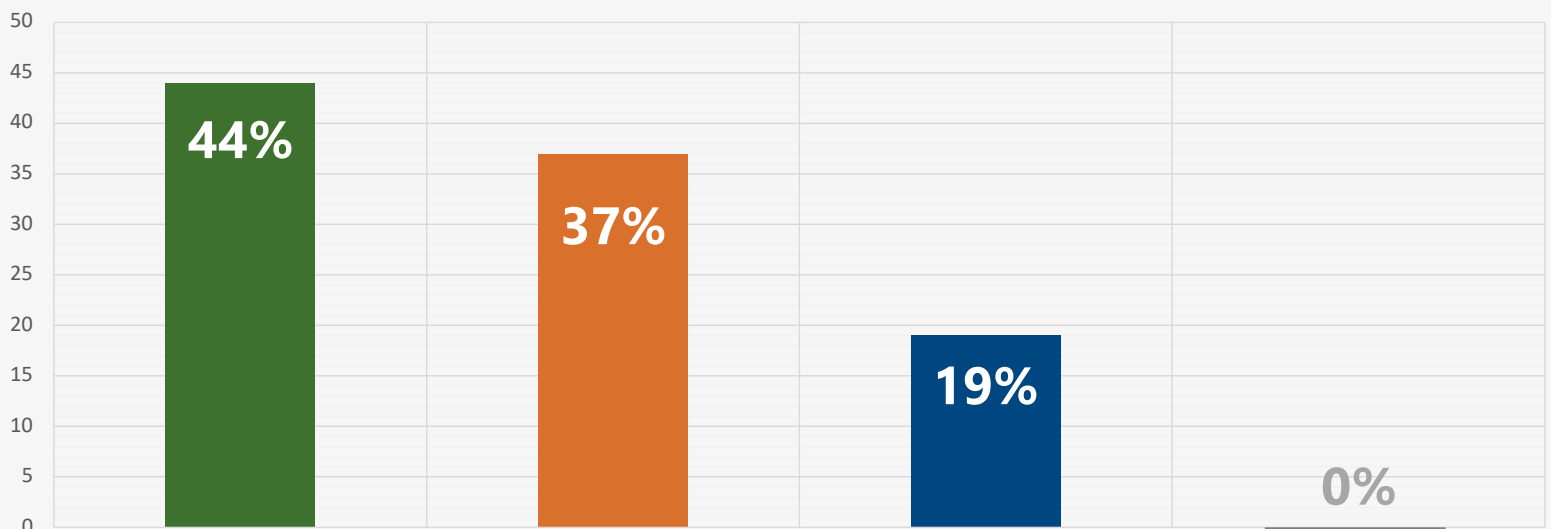
 A for-profit social enterprise or mission-driven organization located in North America.

 Neither of the above.

Total Answered: 313 **Skipped: 0**

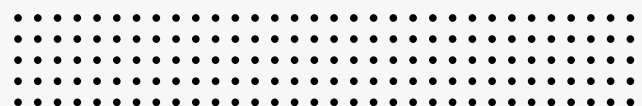


Which of the following statements best describes your mission-driven for-profit?

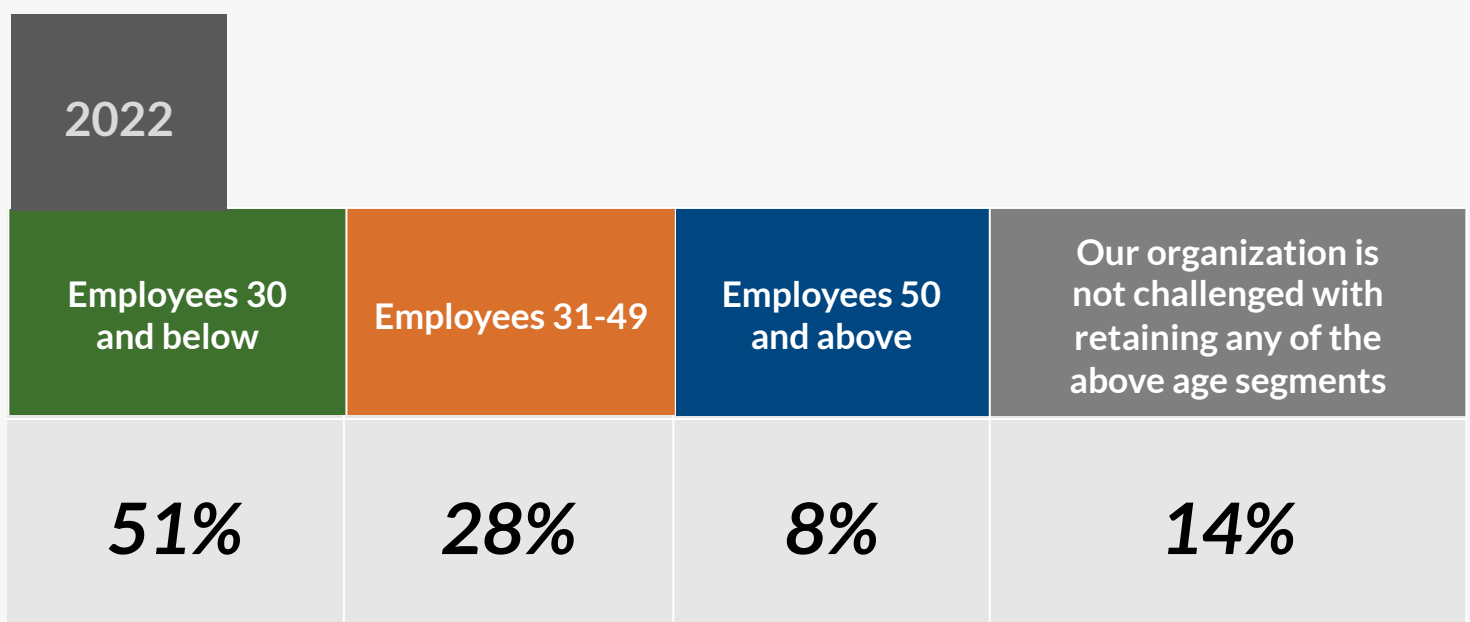
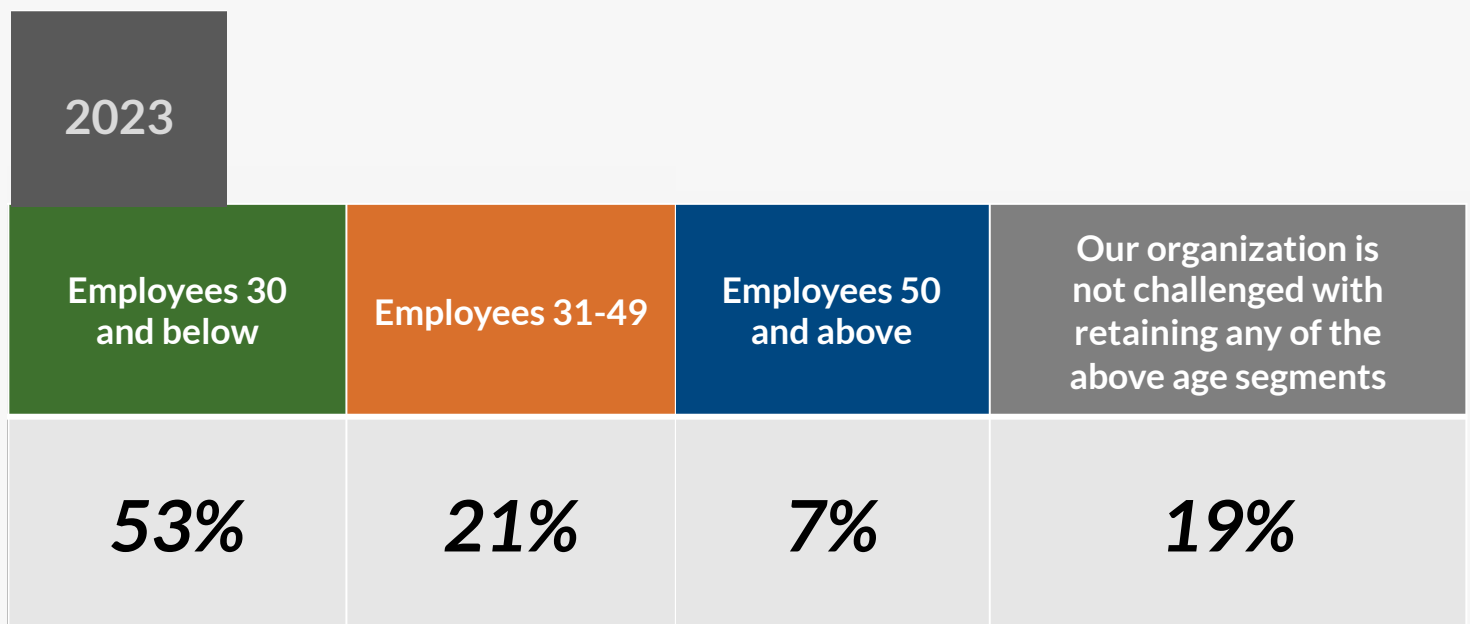


- We are a mission-first/mission-centric for-profit.
- We have corporate social responsibility business objectives (includes benefit corporations and those focused on double or triple bottom line).
- We are a conscious company or lifestyle brand (we engage the community and/or support or fund social causes).
- Other (please specify)

Total Answered: 16 **Skipped: 297**



Staff segments by age that respondent organizations reported most challenge with retaining.



Race and ethnicity staff segments respondent organizations reported most challenge with retaining.

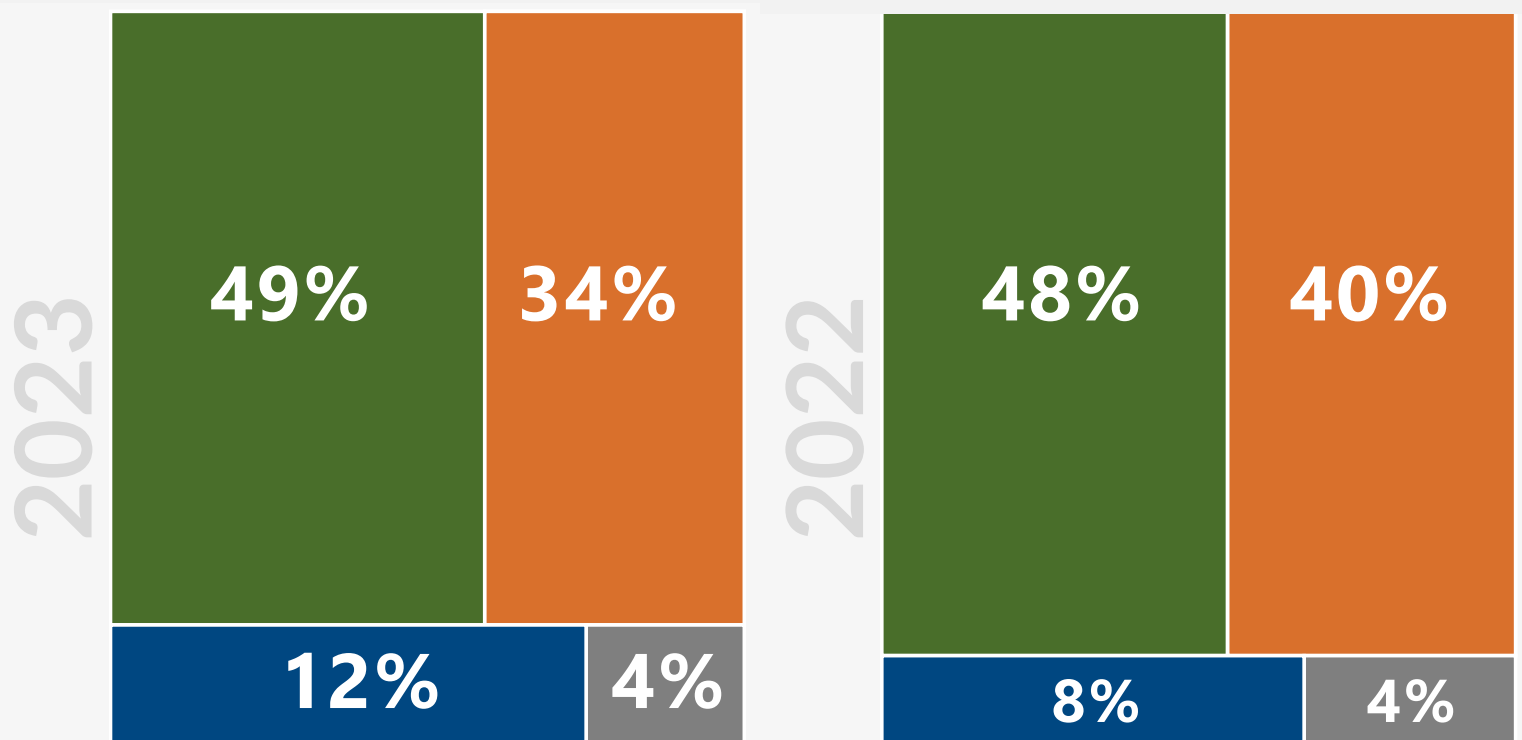
	2023	2022
<i>Asian American/Pacific Islander</i>	4%	3%
<i>Black or African American</i>	21%	20%
<i>Indigenous/Native American</i>	1%	1%
<i>Latinx</i>	3%	5%
<i>White</i>	10%	12%
<i>Two or more races/ethnicities</i>	11%	14%
<i>Our organization is not challenged with retaining employees in any of the above segments</i>	39%	35%
<i>Other (please specify)</i>	12%	10%

Staff segments by gender that respondent organizations reported most challenge with retaining.

2023						
Men	Female	Transgender men	Transgender women	Gender variant/ nonconforming	Our organization is not challenged with retaining any of the above segments	Other
14%	30%	1%	0%	4%	40%	10%

2022						
Men	Female	Transgender men	Transgender women	Gender variant/ nonconforming	Our organization is not challenged with retaining any of the above segments	Other
15%	36%	0%	1%	1%	38%	-

Staff segments by career level that respondent organizations reported most challenge with retaining.



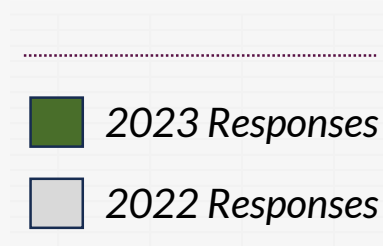
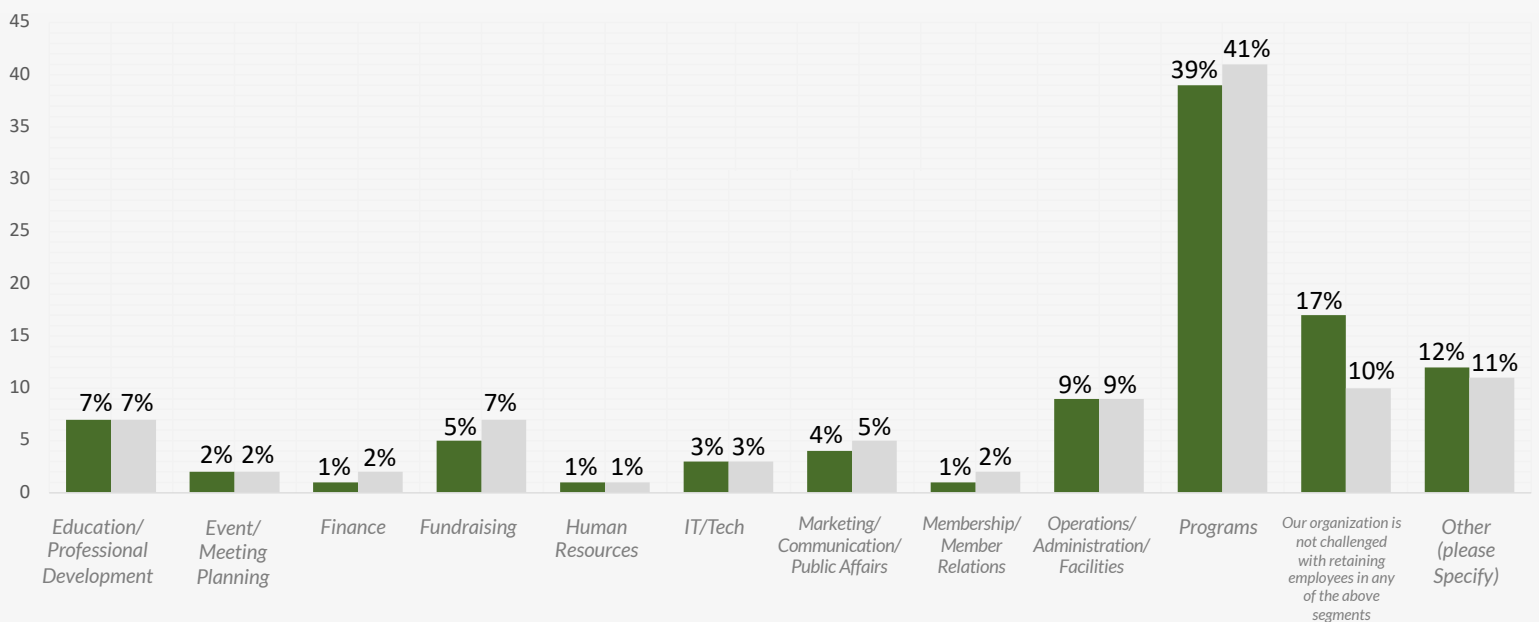
Entry-level staff

Mid-level staff

Senior staff

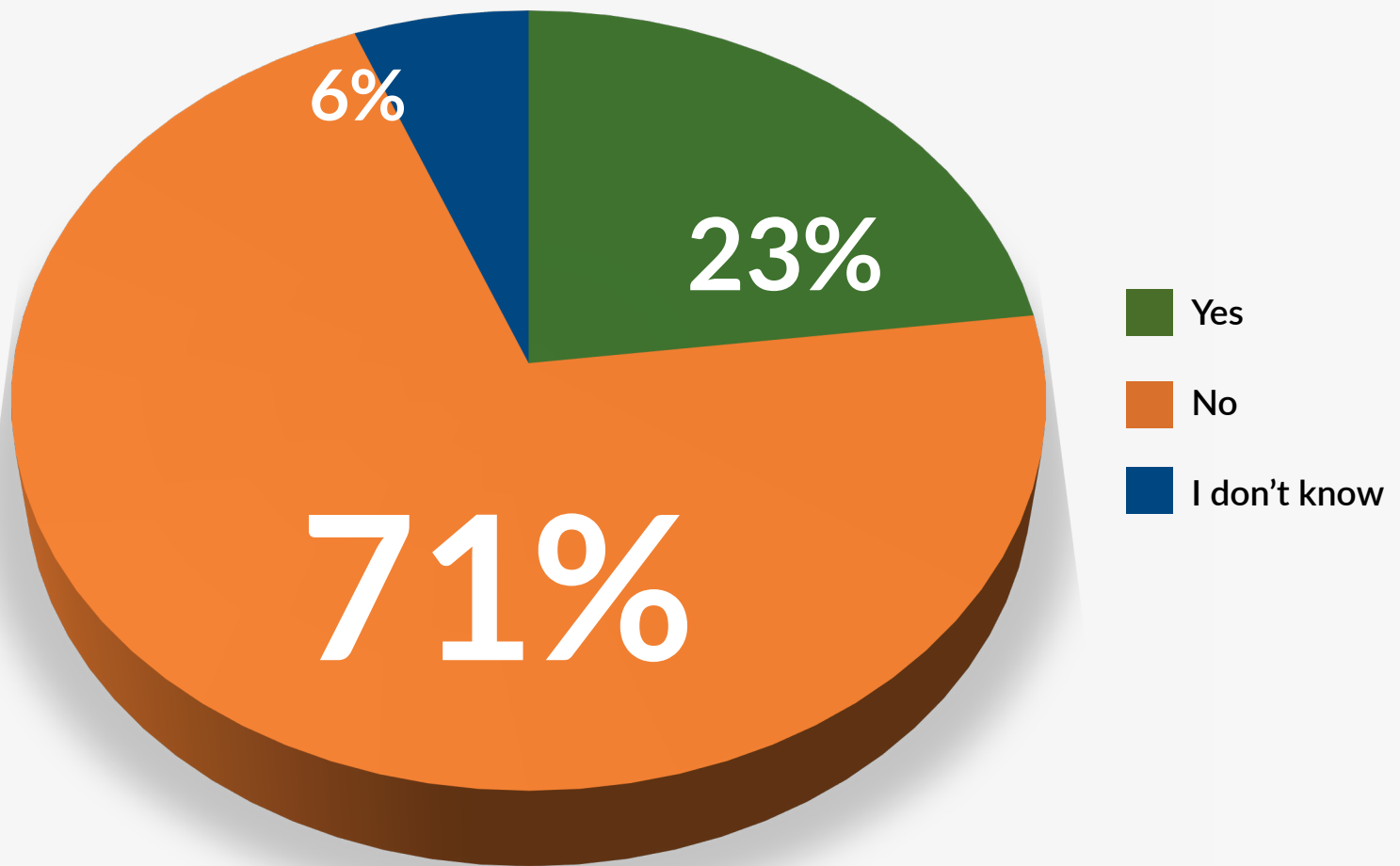
Our organization is not challenged with retaining employees in any of the above segments

Staff segments by department that respondent organizations reported most challenge with retaining.



Respondent organizations that have a formal retention strategy.

2023



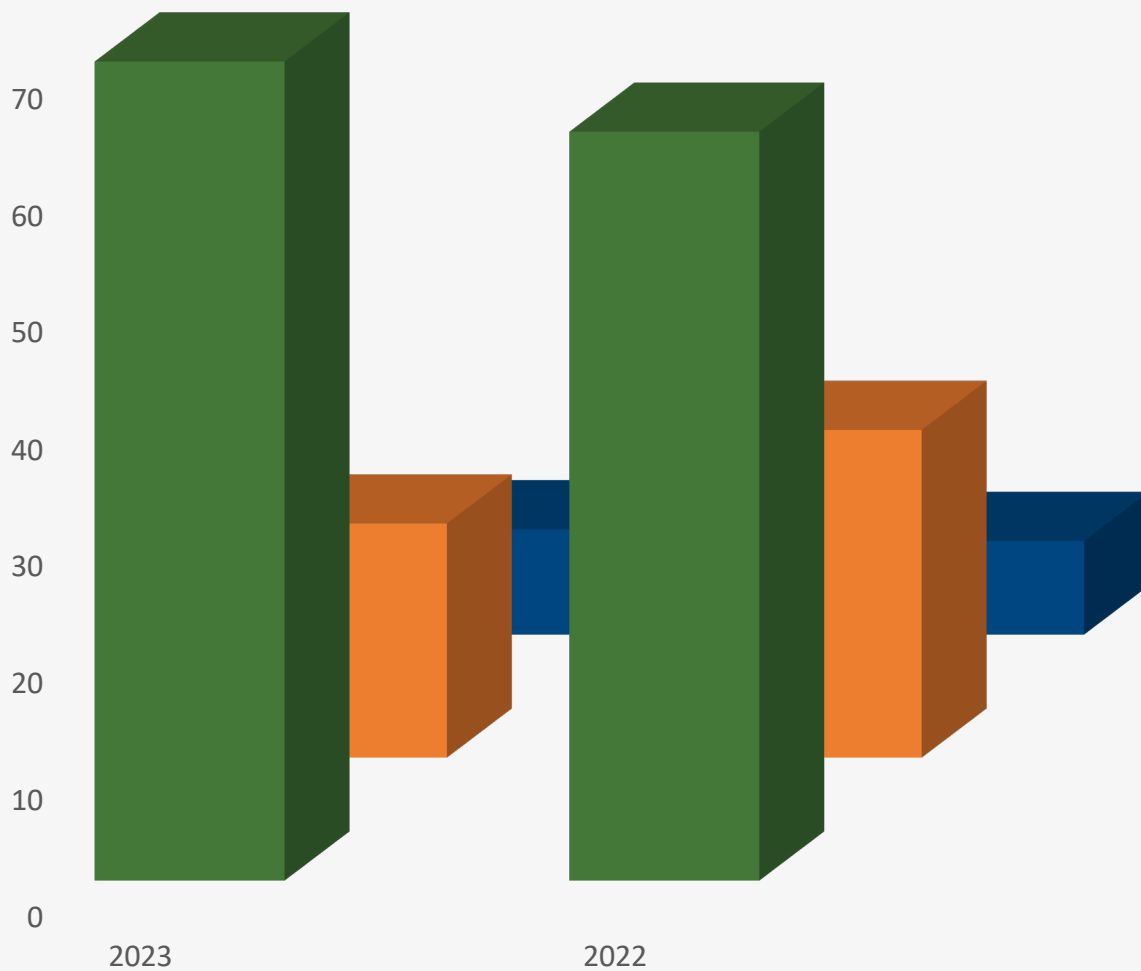
2022

Yes	21%
No	72%
I don't know	8%

Retention strategies most employed by respondent organizations.

	2023	2022
Compensation	82%	84%
Benefits	82%	85%
Culture	78%	75%
Engagement	64%	69%
Learning/professional development	77%	72%
Leadership	41%	38%
I don't know	0%	2%
Other (please specify)	5%	9%

Respondent organizations that track retention metrics.



2023

2022

Yes

70%

Yes

64%

No

20%

No

28%

I don't know

9%

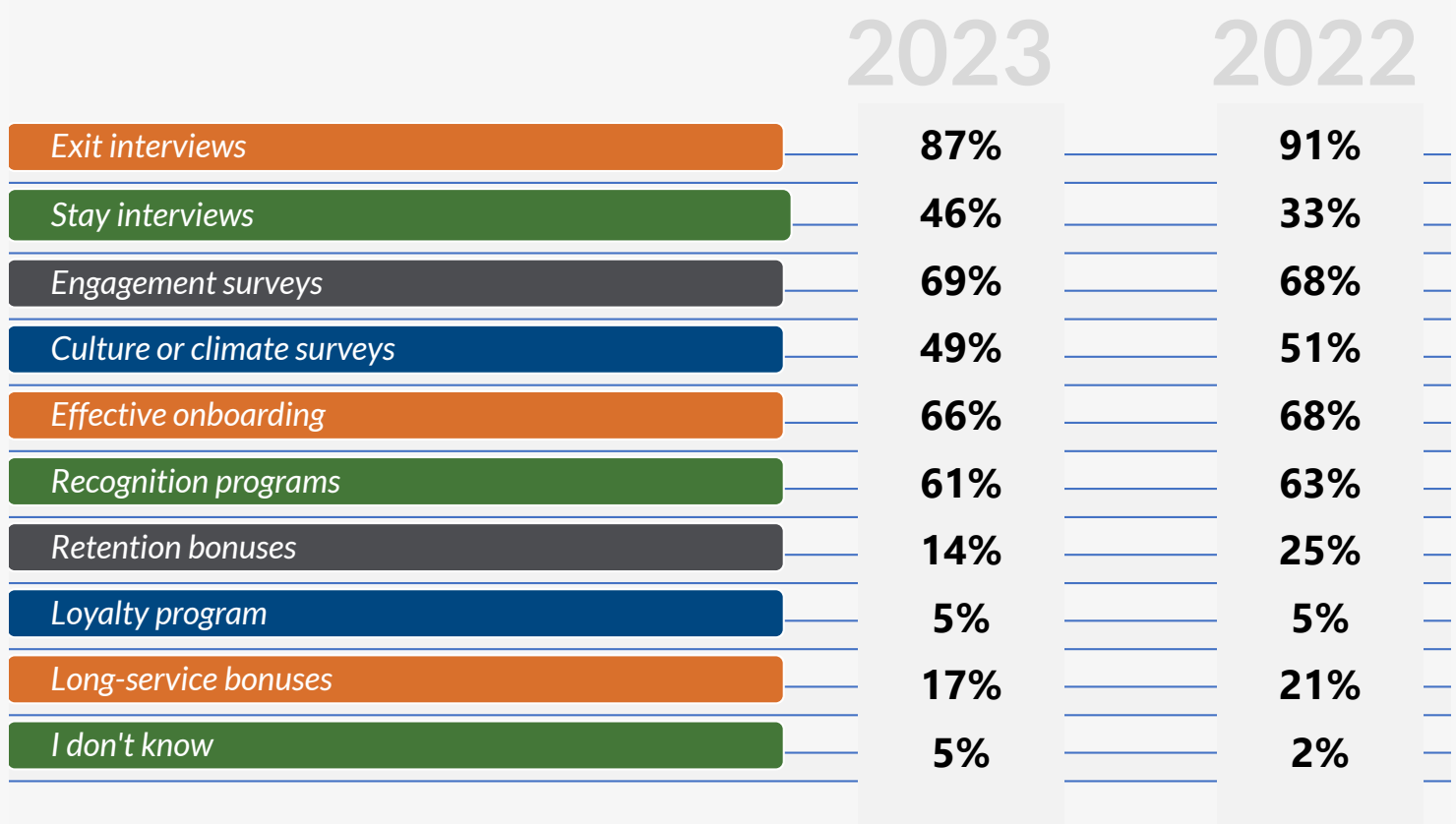
I don't know

8%

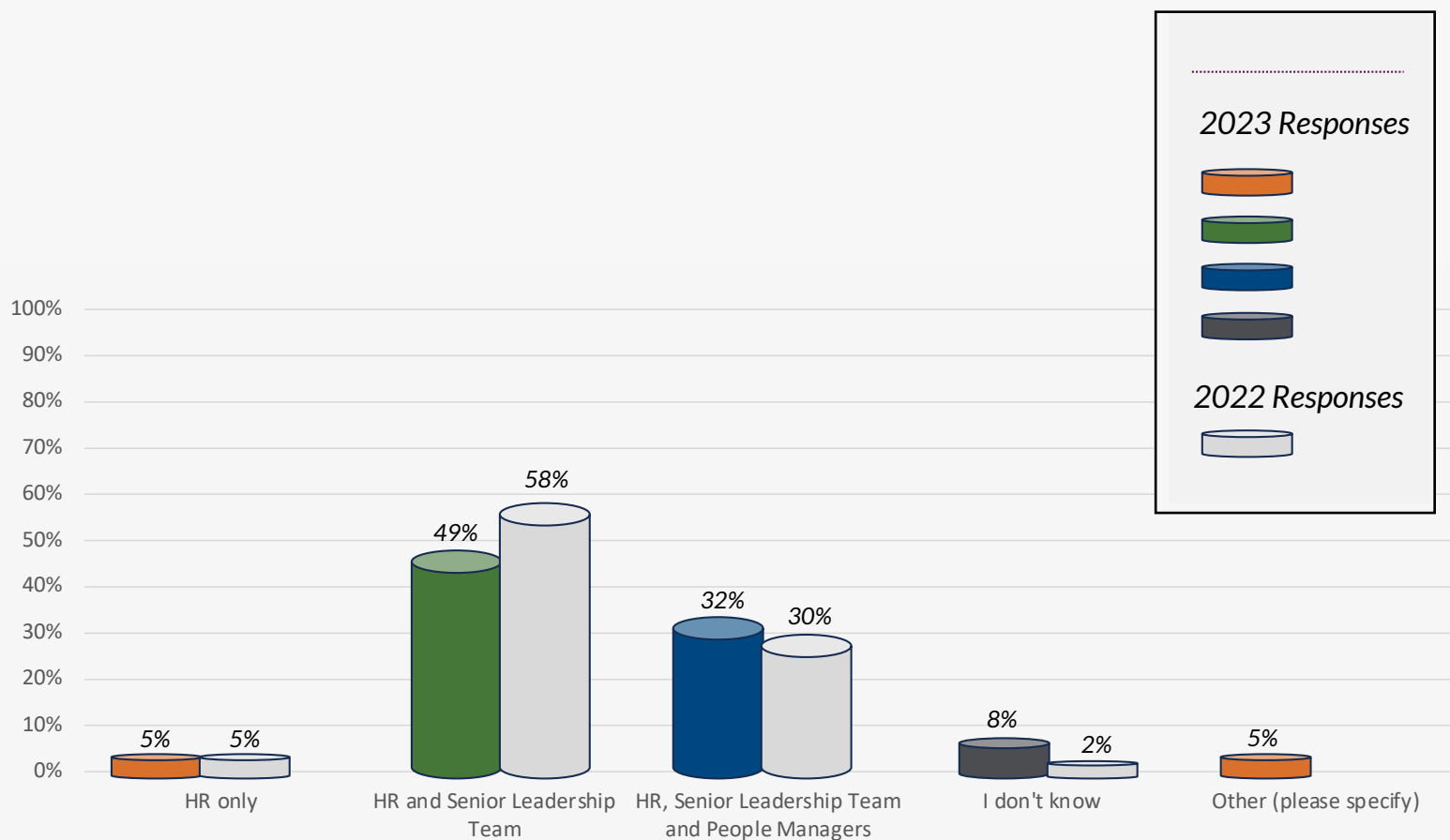
Quantitative retention metrics that respondent organizations tracked in 2022.

	2023	2022
Turnover	88%	96%
Tenure	64%	65%
Cost (\$) of turnover	14%	16%
First-year resignation rate	42%	51%
High-performer resignation/ regrettable turnover rate	24%	30%
I don't know	12%	4%
Other (please specify)	2%	4%

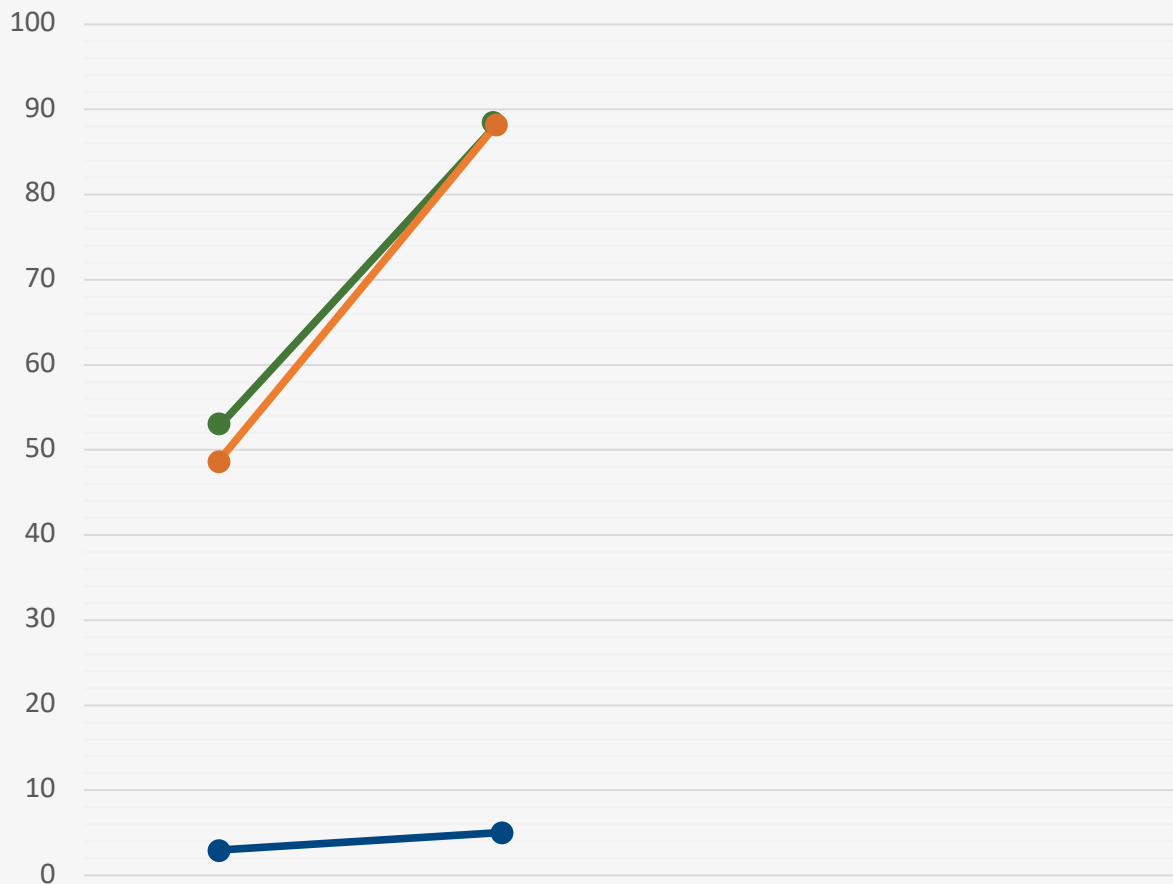
Qualitative retention tactics used by respondent organizations.



Internal stakeholders who receive and review retention metrics as indicated by respondent organizations.



Retention data used by respondent organizations.



2023

To develop organizational/talent management strategy

53%

To improve organizational/talent management strategy

88%

I don't know

3%

2022

To develop organizational/talent management strategy

49%

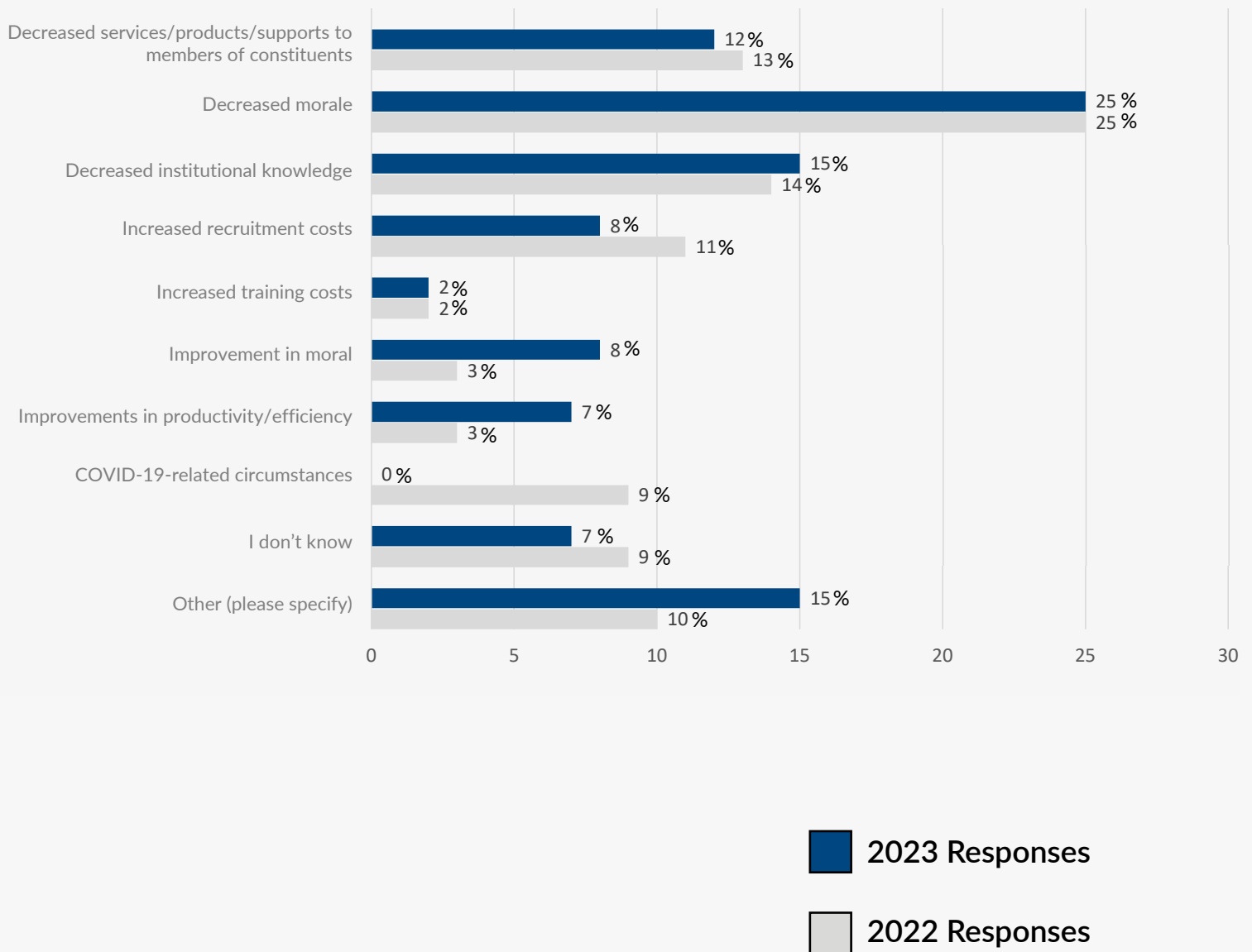
To improve organizational/talent management strategy

88%

I don't know

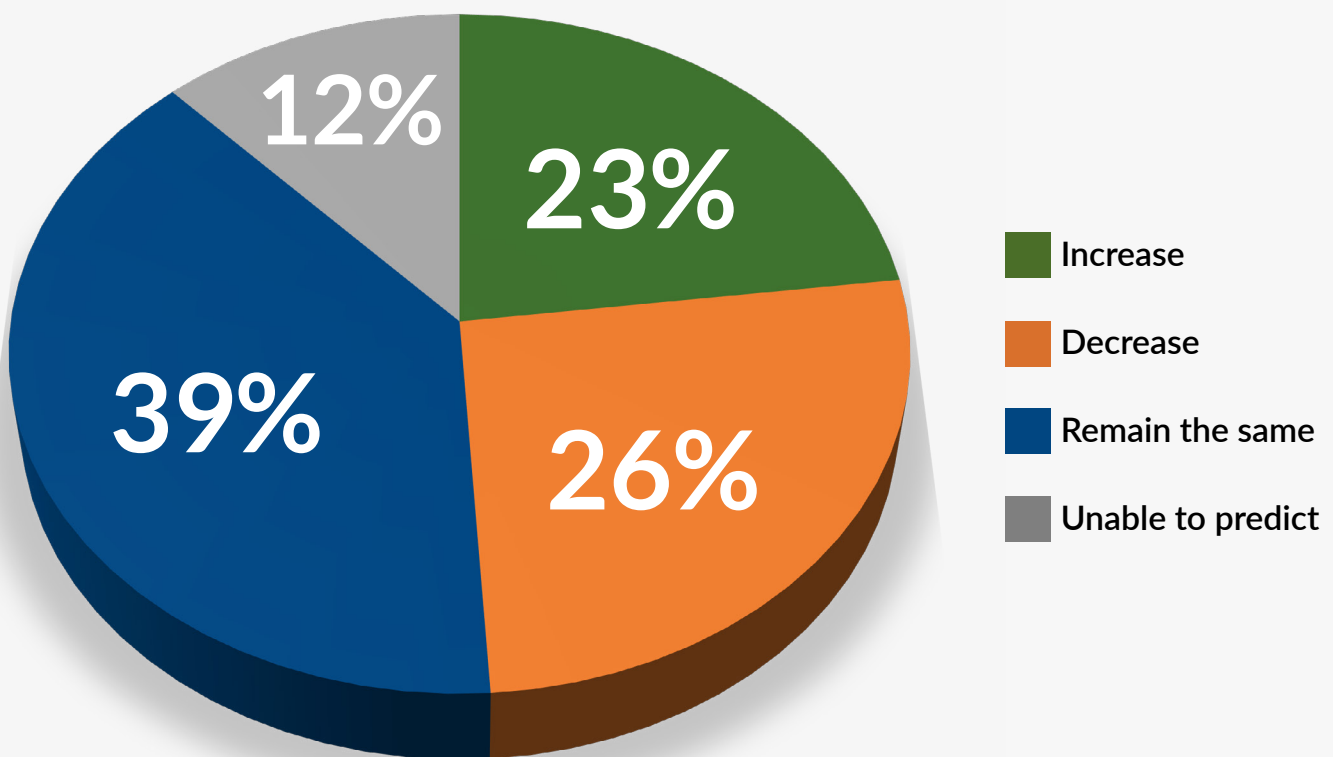
5%

Most significant impact on turnover in respondent organizations.



How respondent organizations expect turnover rate to change from 2021 to 2022.

2023

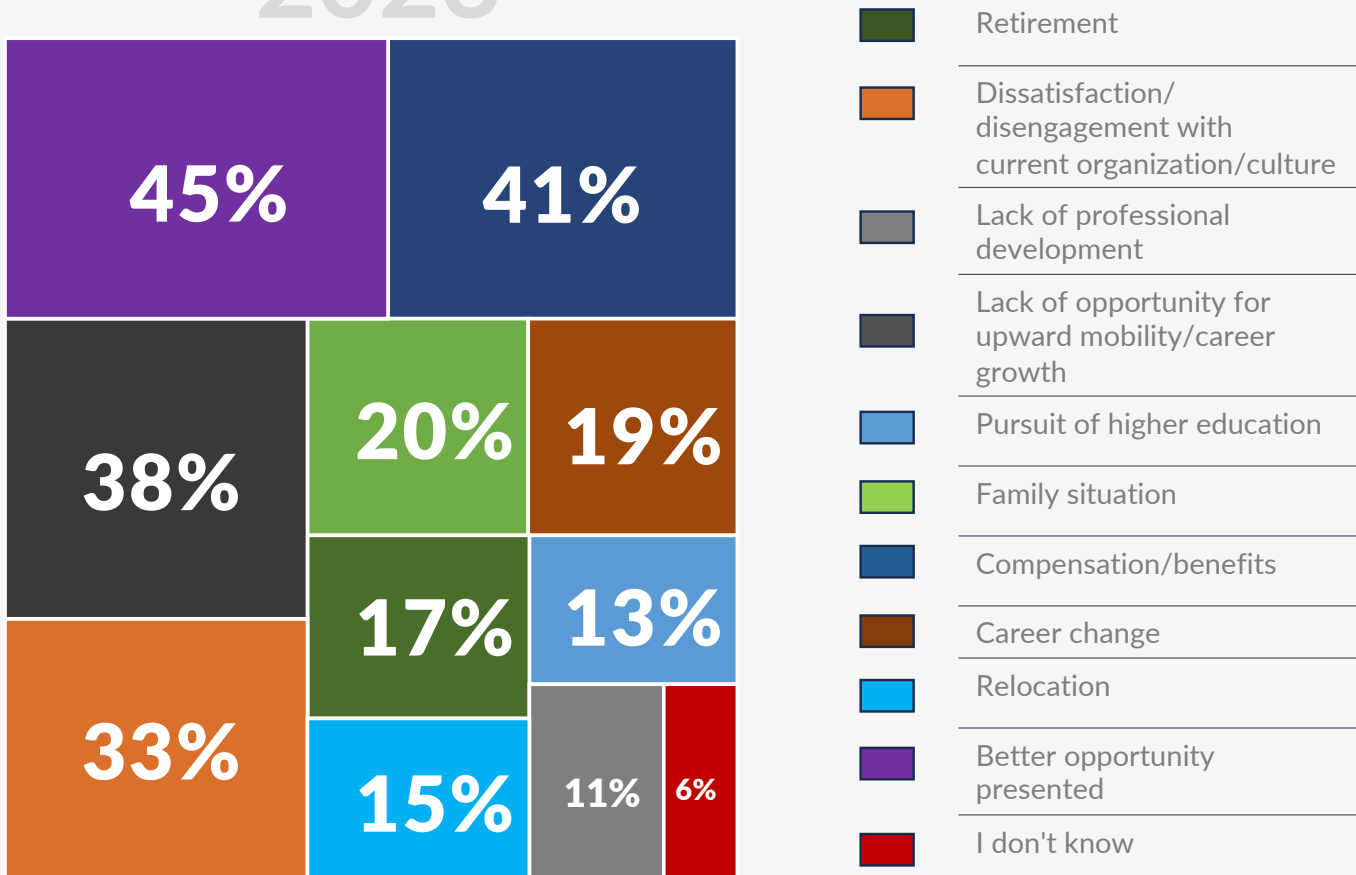


2022

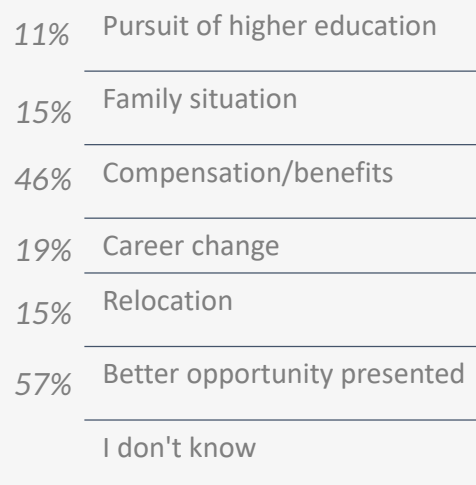
Increase	31%	Remain the same	28%
Decrease	28%	Unable to predict	14%

Primary reasons for voluntary turnover in respondent organizations.

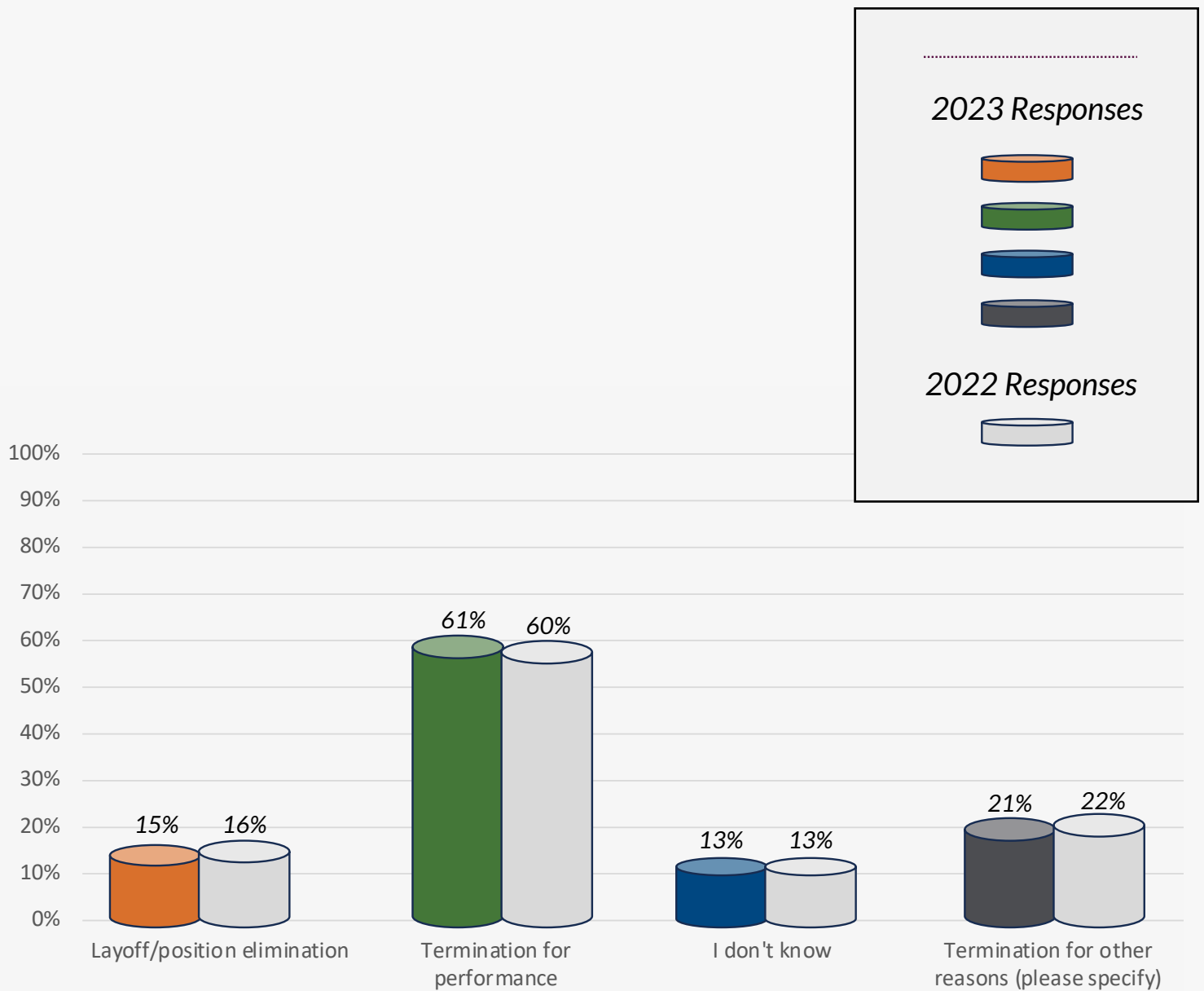
2023



2022



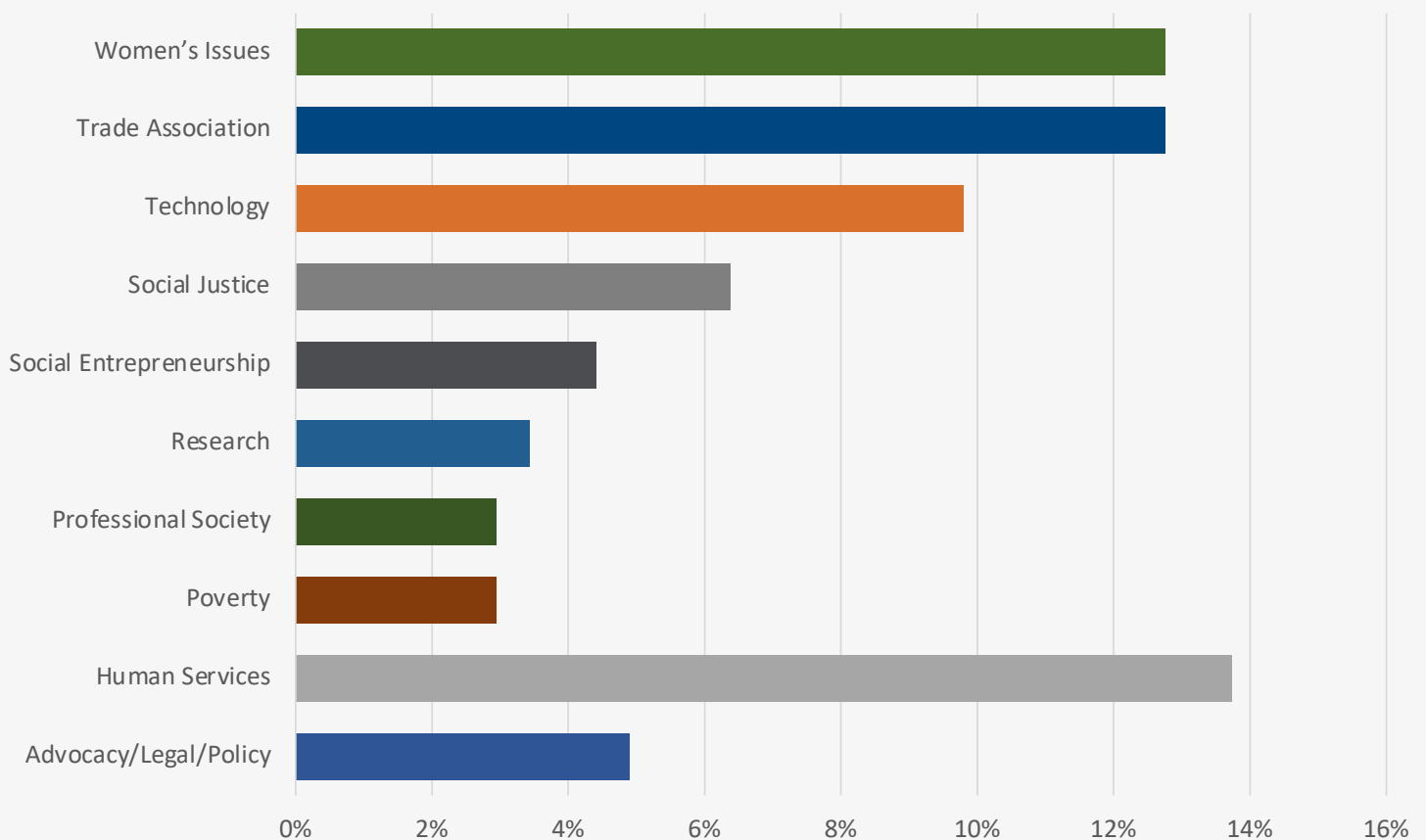
Primary reasons for involuntary turnover at respondent organizations.



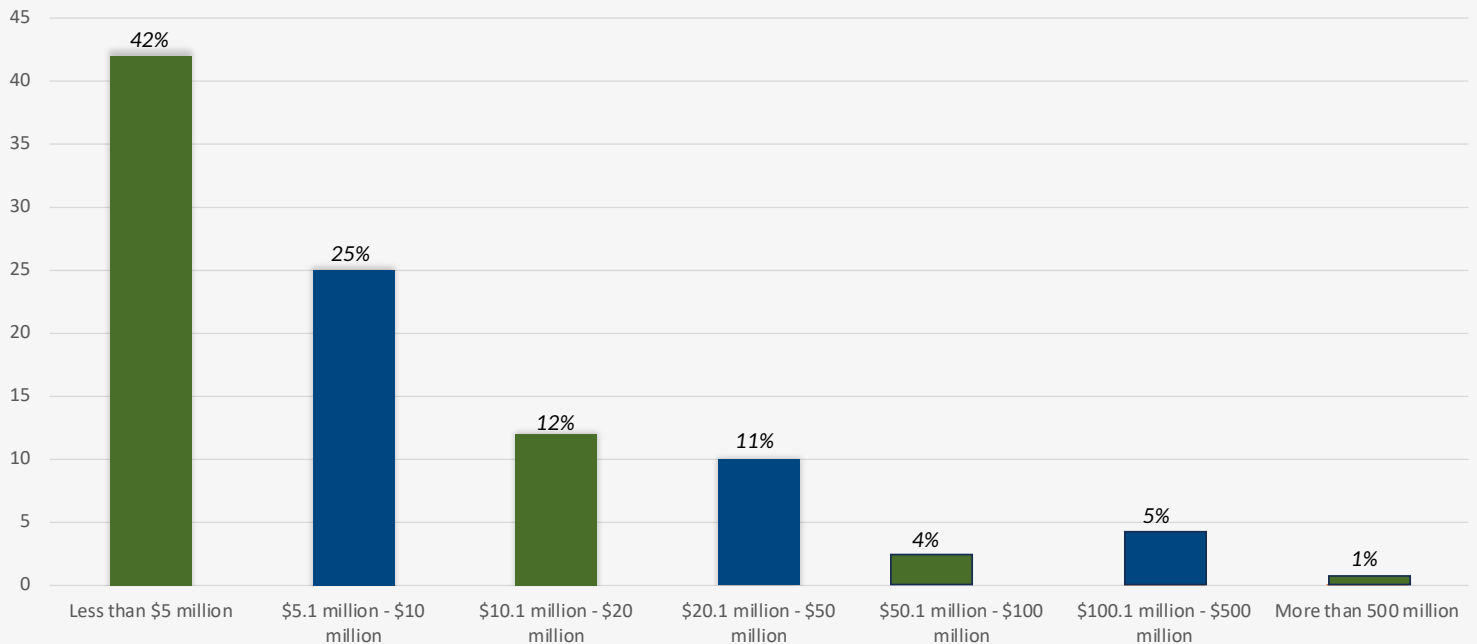
In what U.S. state, territory or other North American country is your organization headquartered?

ANSWER CHOICES	RESPONSES
DC	15%
NY	15%
CA	12%
MA	7%
IL	5%
MD	5%
NC	4%
TX	4%
VA	4%
MI	3%

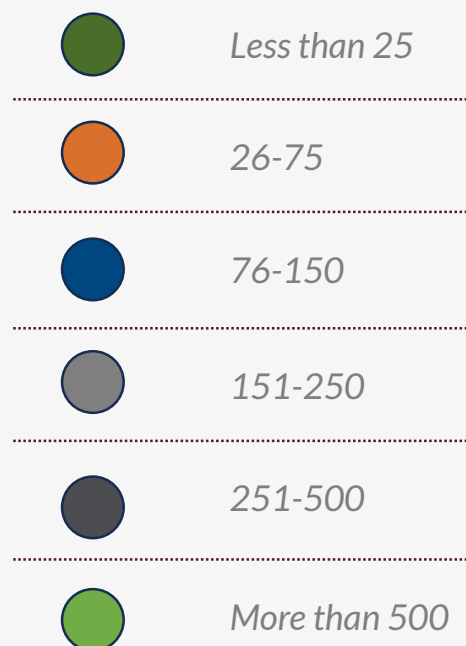
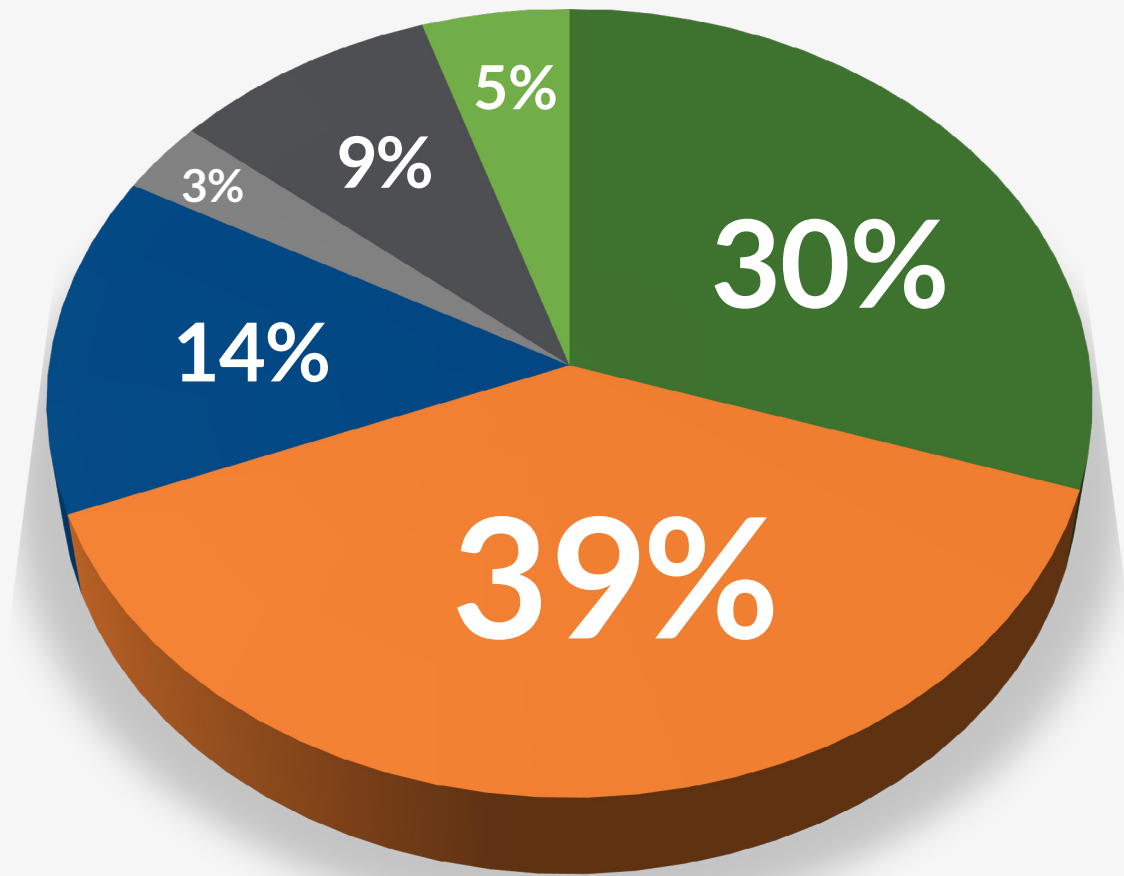
What is the primary mission focus of your organization?



What is your organization's total operating budget?



What is your organization's current headcount?



How would you classify the stage of your organization's current lifecycle?

