

Developing a Sustainable Revenue Model
for Nonprofit Support Work in Vermont – Survey Responses

Overview

After securing start-up funding for an online resource center and a nonprofit manager position, the VCF sent out a survey late last year designed to assess sector support for a revenue model that would sustain these resources. The proposed revenue model was supported by nonprofit registration fees collected through the Secretary of State's office.

Respondent Profile

149 respondents started the survey, and 138 respondents completed the entire survey.

Most respondents represented “very small” and “small” organizations, and 64% of respondents identified themselves as Presidents, CEOs, Executive Directors, or Associate Directors of their organizations. The represented organizations provide services in a variety of geographic regions.

<i>What is the size of your organization?</i>		
Organization Size	# of responses	Percent of Responses
Very Small (annual revenue under \$100,000)	39	26%
Small (annual revenue \$100,000 to \$999,999)	77	52%
Medium (annual revenue \$1,000,000 to \$9,999,999)	27	18%
Large (annual revenue \$10,000,000 to \$99,999,999)	5	3%
Very Large (Annual revenue \$100,000,000 and above)	1	<1%

<i>What is your title?</i>	
Presidents/CEOs/Executive Directors/Associate Directors	64%

<i>Which region(s) does your organization serve?</i>	
Statewide	29%
New England and/or National	17%
Serve more than one county	23%
Serve one county or less	30%

Overview of Findings

80% of all respondents thought nonprofits would benefit from the development of a nonprofit resource center

46% of respondents believe that nonprofits would benefit “very much” from a center; ~34% thought nonprofits would benefit “somewhat”; and 1% thought that nonprofits would not benefit at all.

Do you think Vermont nonprofits would benefit from the development of a nonprofit resource center?			
Organization Size	Very Much	Somewhat	Total
Very Small	46.2%	30.8%	77%
Small	46.8%	33.8%	81%
Medium	37%	41%	78%
All	46.3%	33.6%	80%

Respondents said Vermont nonprofits would benefit most from a training and events calendar, capacity building, and regional and local networking events.

Respondents thought that Vermont nonprofits would “very much” or “somewhat” benefit from...	
Service	# of Respondents
Trainings and Events Calendar	133
Capacity Building	118 (tied)
Regional and Local Networking Events	118 (tied)
Searchable Database of consultants and businesses	110
Searchable database of Vermont nonprofits	102
Sector Research	100
Policy Development	98
Job Listings	82

Most respondents thought the sector should “maybe” share the cost of funding nonprofit support work

31% of respondents thought the sector should share the cost; 40% thought maybe; and 15% thought not.

Do you think Vermont nonprofits should share the cost of funding a nonprofit resource center?			
Organization Size	Yes	Maybe & Don’t Know	No
Very Small	29.9	45.5	22.1
Small	25.6	61.6	10.3
Large & Very Large	31	52	15

Half of the respondents were undecided about using any level of increased registration fees to fund nonprofit support work

31% were opposed to this method of funding and 17% supported it. Respondents also indicated that they needed more information to make a more informed decision.

Half of the respondents were unsupportive of the funding levels proposed; and about one-quarter of respondents were supportive of the funding levels proposed

50% of respondents were “very unsupportive” or “somewhat unsupportive” of the increased registration fees as proposed in the model; 26% were “very supportive” or “somewhat supportive”; and 10% were neutral. Many respondents commented about the size of the fees and suggested a model with more tiers.