

How the Connecticut Nonprofit Compensation Study Has Benefitted the Nonprofit Community

by Karen Maciorowski, COO, CT Nonprofits



CT Nonprofits receives several phone calls every week from nonprofit executives and board members looking for one tool: A compensation study that is specific to nonprofits in Connecticut, is comprehensive, and is free or low-cost.

Two years ago, CT Nonprofits partnered with CBIA to produce an annual Connecticut Nonprofit compensation study free of charge to all participating agencies. We collected compensation data from almost 300 nonprofit organizations on more than 100 nonprofit jobs and will be releasing the electronic study in late March. If you missed the opportunity to participate this year, CT Nonprofits members may purchase a copy for \$100 (nonmember fee is \$150) in late March by visiting <http://www.ctnonprofits.org/resources/publications>.

Recruiting talented employees has always been a challenge for the nonprofit sector, especially with the common misconception that "nonprofits don't pay". Once we are able to recruit skilled employees, retaining them depends on our ability to establish compensation based on an understanding of what other nonprofits pay similar employees. However, a nonprofit cannot just benchmark their salaries against any nonprofit. Variables such as organization size (number of employees and/or annual operating budget), geographic location, and years of experience often have an effect on the compensation level of an employee. The Connecticut Compensation Study therefore breaks down the survey data by size and county.

The IRS is taking a greater interest in not only the compensation levels of key employees, but also the decision-making of how the compensation was determined. Utilizing studies such as the one above not only helps a nonprofit compensate their loyal employees at rates their peers are earning, but also helps them establish

a process for pay practices that resonates both with the IRS and their donors.

Join us in 2011 when we conduct the next compensation study by providing your contact information, including email, to karenm@ctnonprofits.org. ■

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