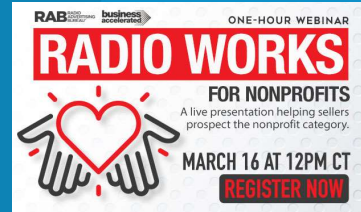
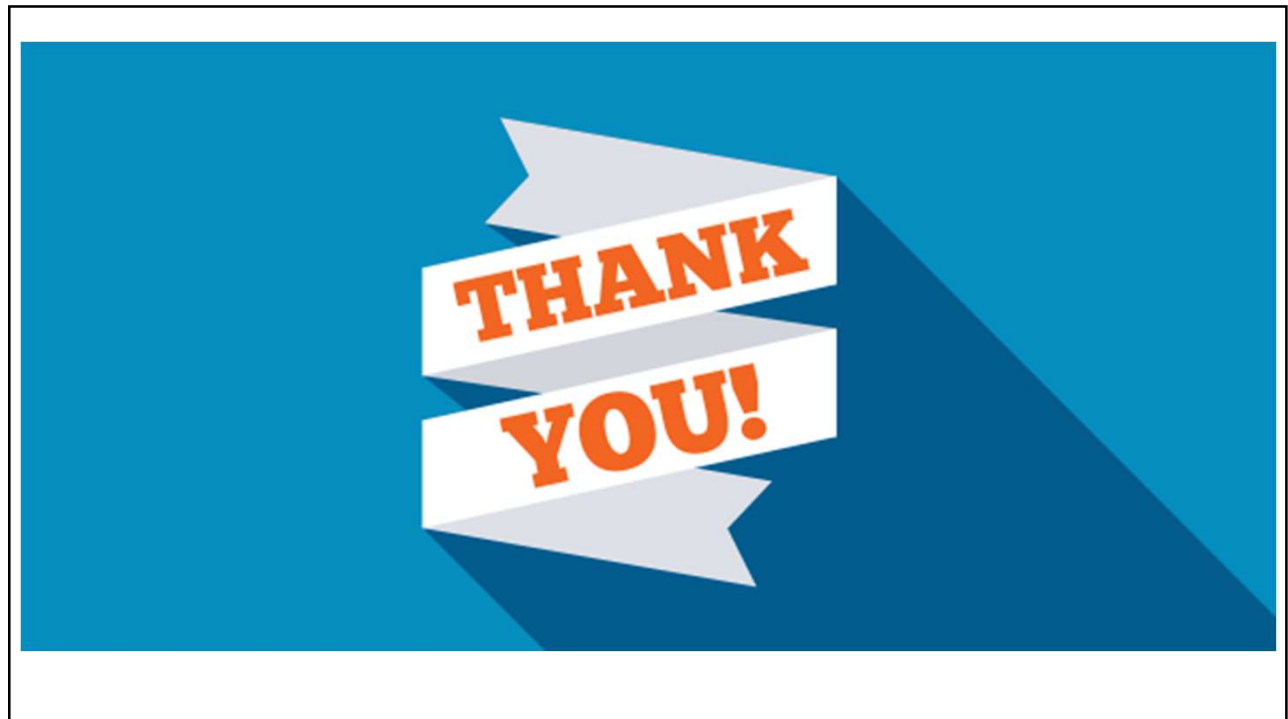


# Radio Works for Nonprofits

Tim Delaney, President & CEO  
March 16, 2022  
Webinar for Radio Advertising Bureau



1



2

# Three Approaches

## Direct



## Indirect



## Blended



3

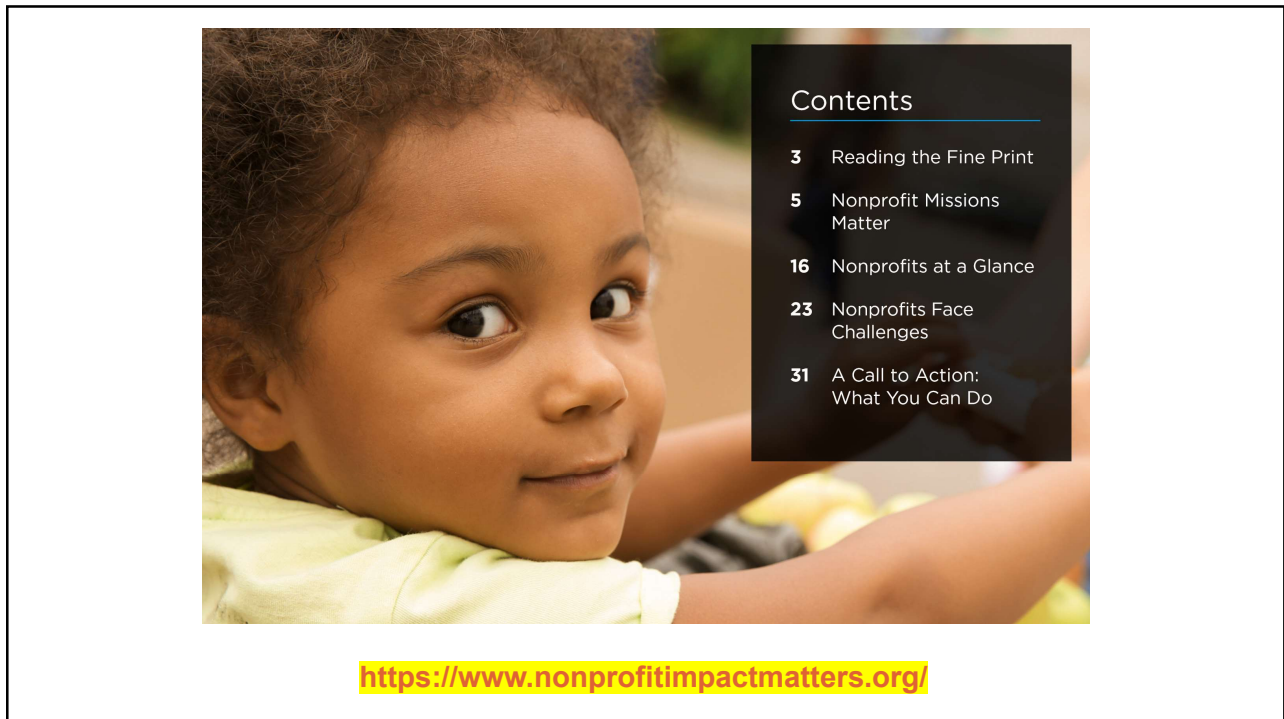
3



4



5



### Contents

- 3 Reading the Fine Print
- 5 Nonprofit Missions Matter
- 16 Nonprofits at a Glance
- 23 Nonprofits Face Challenges
- 31 A Call to Action: What You Can Do

<https://www.nonprofitimpactmatters.org/>

6

# Nonprofit Missions Matter



Nonprofits are where Americans come together to solve problems.



Nonprofits are promoters of civic engagement.



Nonprofits are building blocks of democracy.



Nonprofits are laboratories where people learn leadership.



Nonprofits are economic engines.

Copyright 2019 National Council of Nonprofits | www.NonprofitImpactMatters.org

7

## Baseline: Scale of the sector

THE  
NONPROFIT  
COMMUNITY



12.3M  
Employees



64M  
Board members  
& volunteers



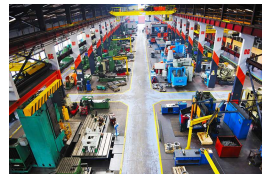
10+M  
Donors



A lot of  
people  
who care

Copyright 2019 National Council of Nonprofits | www.NonprofitImpactMatters.org

Collectively,  
nonprofits are the  
nation's third largest  
private employer



8

## NONPROFITS ARE ECONOMIC ENGINES



Nonprofits employ 12.3 million people



Nonprofit payrolls exceed most other U.S. industries



Nonprofits consume goods and services that create jobs



Nonprofits spend nearly \$1 trillion annually



Nonprofits attract other employers to communities

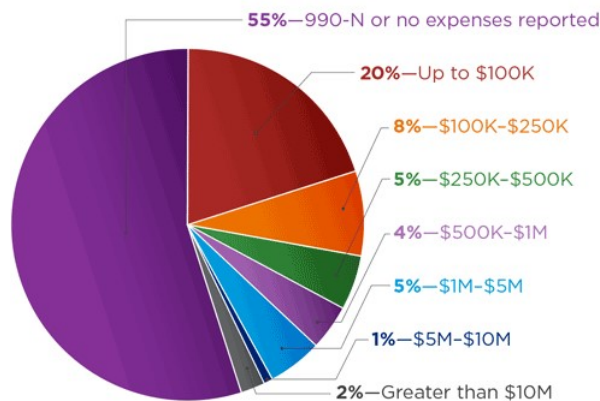


9

9

## Baseline: Size of organizations

### 501(c)(3) Charitable Nonprofits by Size (excluding private foundations)



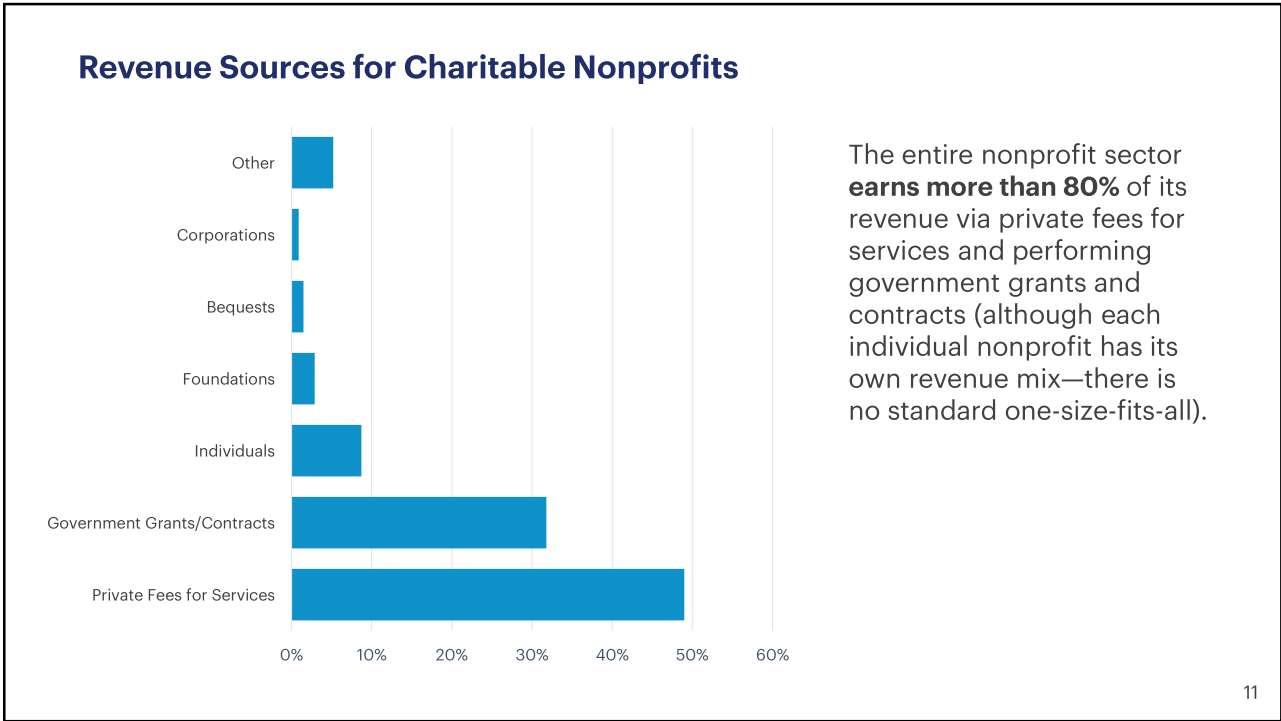
Copyright 2019 National Council of Nonprofits | www.NonprofitImpactMatters.org

#### Most charitable nonprofits are relatively small:

- 97% have budgets of less than \$5 million annually
- 92% operate with less than \$1 million per year
- 88% spend less than \$500,000 annually for their work

10





11

## Nonprofits Face Challenges

**Pre-Pandemic**

Nonprofits improve the lives of individuals, add vitality to American communities, contribute to local and national economies, and enhance the overall health of our democracy. But the ability of nonprofits to continue doing so faces challenges.

- MANY NONPROFITS STRAIN TO MEET INCREASING PUBLIC NEEDS.**
- POLICY PROPOSALS AT ALL LEVELS OF GOVERNMENT THREATEN THE WORK OF ALL NONPROFITS.**
- WORRISOME TRENDS HAVE BEEN DEVELOPING REGARDING CHARITABLE GIVING.**
- THERE IS A CONTINUED LACK OF DIVERSITY, EQUITY, AND INCLUSION.**

12

12

## Nonprofit Missions Matter



**Nonprofits are where Americans come together to solve problems.**



**Nonprofits are promoters of civic engagement.**



**Nonprofits are building blocks of democracy.**



**Nonprofits are laboratories where people learn leadership.**



**Nonprofits are economic engines.**

Copyright 2019 National Council of Nonprofits | www.NonprofitImpactMatters.org

13

## Nonprofit Missions



14



15

## Nonprofit Missions: Helping Individuals → Protect the Young



**Prenatal Care**



**Health**



**Child Care**

16



## Nonprofit Missions: Helping Individuals → Feed the Body



17

## Nonprofit Missions: Helping Individuals → Protect Rights



18

## Nonprofit Missions: Helping Individuals → Protect the Body



19

## Nonprofit Missions: Helping Individuals → Exercise the Body



eliminating racism  
empowering women  
**ywca**

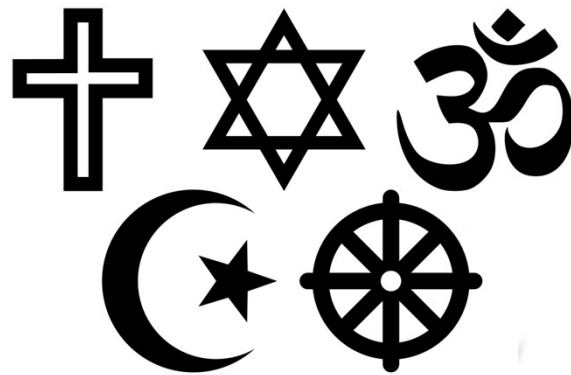
20

## Nonprofit Missions: Helping Individuals → Feed the Mind



21

## Nonprofit Missions: Helping Individuals → Nurture the Soul



22

## Nonprofit Missions: Helping Individuals → Protect Nature

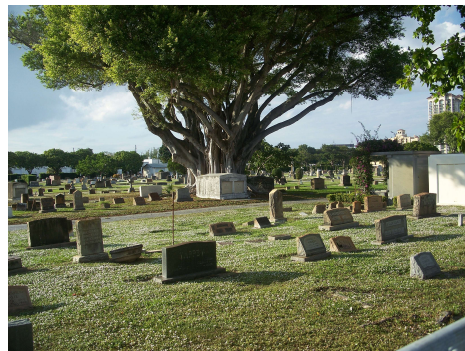


**Environment**

**Animals**

23

## Nonprofit Missions: Helping Individuals → Console and Rest



24





25



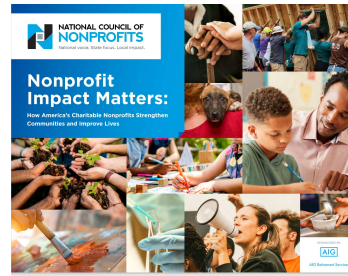
26



### Stay Informed

✓ Sign up for our *free* newsletters ([councilofnonprofits.org/connect](https://www.councilofnonprofits.org/connect))

- *Nonprofit Advocacy Updates*
- *Nonprofit Knowledge Monthly*



<https://www.nonprofitimpactmatters.org/>

27



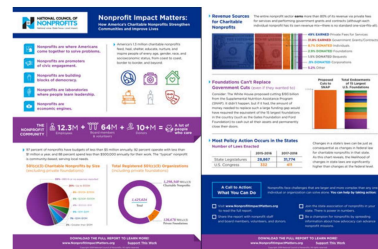
### Online Interactive



<https://www.nonprofitimpactmatters.org/>



### National Report



### Infographic

28

## Three Approaches

### Direct



### Indirect



### Blended



29

29

## Questions? Ideas? Reflections?

**RAB** RADIO  
ADVERTISING  
BUREAU®



30