

# Nonprofit **HR Solutions**



## **Request for Proposal Nonprofit Employment Trends Survey Project**

**You are invited to submit a proposal to be considered as the researchers/analysts of the 2012 Nonprofit Employment Trends Survey.**

### **DEADLINE**

Proposals for presentation must be received no later than **August 15, 2011**. Please submit your proposal per the instructions below.

### **ABOUT THE SURVEY**

The nonprofit sector employs on average 12.9 million full- and part-time employees nationwide. This is approximately 10 percent of the nation's workforce. From executive directors, to fundraising and development specialists, to volunteer managers the sector offers a diversity of emerging and innovative career opportunities. Recent news headlines state "nonprofits weathering economic storm" and "nonprofit employment up despite recession."

The Nonprofit Employment Trends Survey™ is intended to provide a snapshot of current employment practices and discuss the economic/workforce trends and implications of employment practices in the sector. This report, which has been produced annually by Nonprofit HR Solutions (NPHRS) since 2007, usually includes responses from more than 450 nonprofits nationwide.

In this past survey, researchers collected information on nonprofit staffing, recruitment, and retention practices, focusing on four key areas:

- Staff Size and Projected Growth
- Recruitment Strategies and Budgeting
- Staffing Challenges
- Staffing Resource Management

### **SURVEY PROJECT TASKS**

1. Survey Revisions
  - Work with NPHRS to review the existing survey instrument and make suggestions for any revisions.
2. Data Transfer
  - Transfer data from the survey platform, Survey Monkey, into SPSS for analysis.
3. Data Analysis
  - Review data for accuracy
  - Analyze responses
  - Run descriptive statistics for each response (Averages, Frequencies, etc.)
  - Describe the survey respondents (ex: types of organizations, any other key demographics)
  - Identify any key correlations

- Identify noticeable differences between groups
  - Categorize prevalent themes or trends that emerge from the data
  - To the extent possible, examine the data longitudinally
4. Report: 1<sup>st</sup> draft
- Prepare first draft of findings (narrative)
  - Create basic graphs and figures in a format that is readable/usable for the NPHRS's graphic designer
  - Provide NPHRS with a proposed outline of the report
  - Consult with NPHRS on first draft of the report
5. Report: Final Draft
- Work with NPHRS to modify/revise any changes to final draft of report

### **POSSIBLE ADDITIONAL SERVICES**

To help give context to the quantitative survey data and to bring it more to life, we request the researchers/analysts include relevant qualitative data to the findings. These data will be gathered through key informant interviews and the researchers'/analysts' knowledge and experience of the nonprofit sector and human resources practices/trends. Pricing for these services should be separate from the main survey analysis.

- Identify potential organizations to interview (Consult with NPHRS and use findings from the survey respondents to target organizations for study)
- Develop interview questions for approval by the NPHRS
- Interview HR executives or Executive Directors/CEOs at a minimum of five nonprofit organizations representing the diversity of the sector
- Transcribe interviews
- Analyze data
- Write compelling vignettes about new and interesting findings and identify important quotes for insertion throughout the final report (to be used in call out boxes).

### **TIMELINE FOR PROJECT COMPLETION**

The timeline for completion of this project will follow the proposed outline provided by NPHRS with the projected completion date of March 1, 2012.

The timeline for data analysis may be altered if the survey administration and data collection takes longer than currently projected. NPHRS will work closely with the researchers/analysts to ensure that deadlines are met.

### **INSTRUCTIONS FOR SUBMITTING A PRESENTATION PROPOSAL**

1. All proposals should include the information requested to include a brief summary of your organization's relevant research capabilities and possible staff that may work on the survey.

2. To receive full consideration, your proposal must include the following information:
  - Main Contact Name
  - Main Contact Title
  - Name of Institution
  - Mailing Address
  - Phone Number
  - E-mail Address
  - Website
  - List of possible team members working on the project
  - Examples of past survey analysis/research work
  - Itemized pricing for your services
  - Four professional references (must include email address, phone number and summary of work performed)
3. In as few words as possible, provide a summary of your institution's mission and expertise in survey collection and analysis including your knowledge of the nonprofit sector and its employment practices; present your case for why your institution should partner with NPHRS to conducting this survey in 2012; provide a recommended timeline for the data collection, and analysis to be completed and ready for public distribution on March 1, 2012; present a marketing plan to help push the survey's content to the sector; forward your best pricing for the research, analysis and the listed additional services.
4. Submit your proposal as a PDF or MS Word document to Mac Smith by email at [psmith@nonprofithr.com](mailto:psmith@nonprofithr.com).

## PROPOSAL REVIEW PROCESS

All proposals will be reviewed by NPHRS in an expedited fashion. Three finalists will be selected and moved to a final interview stage. A final partner will be chosen following the interviews.

**Notification on the selection of finalists will be e-mailed no later than September 1, 2011. Notification on the status of the final award will be e-mailed no later than October 1, 2011.**

## QUESTIONS?

Please call Mac Smith at (202) 785-2060 x109 or email: [psmith@nonprofithr.com](mailto:psmith@nonprofithr.com).

**Special Note: Due to the high volume of submissions, we ask that you do not call us to confirm receipt. All submitted proposals will receive confirmation of receipt and selected proposals will receive notification in writing.**