

Navigating Growth

Staffing and Donor Development Challenges
in Florida's Nonprofit Sector



Executive Summary

Florida’s nonprofit sector is vast and economically impactful, encompassing over 107,000 organizations that employ nearly 570,000 individuals and generate an estimated \$113 billion in annual revenue.

107,000	570,000	\$113 billion
Organizations	Individuals	Annual revenue

While nonprofits across Florida contribute significantly to the state’s economic resilience and social welfare, many small to mid-sized organizations face persistent challenges in hiring qualified development staff, adopting modern technology, and maintaining strong donor relationships. This report explores these challenges with insights tailored to Florida’s nonprofit environment.

Overview of Florida's Nonprofit Ecosystem

107,000

organizations

Scale and Scope

Florida is home to approximately **107,000 nonprofit** organizations, supporting nearly **570,000** jobs and generating around **\$113 billion** in total annual revenue.

200

have revenues exceeding

\$100 million

Organizational Size

- Roughly **35%** of nonprofits report annual revenues under **\$250,000**.
- Fewer than **150** organizations have revenues above **\$100 million**, yet these entities represent the majority share of sector revenue.

Significant contributors to the sector's revenue

Sector Distribution

- **Health-related nonprofits** (e.g. hospitals, health foundations) contribute approximately **\$52 billion**.
- **Educational organizations** generate **\$22 billion**.
- **Human services and public/societal benefit organizations** produce around **\$16 billion** combined.

Hiring and Staffing Challenges

Competitive labor market

Lack the resources

to hire dedicated IT or data specialists.

Talent Acquisition

- Nonprofits compete in Florida's diverse labor markets, from Miami and Orlando to Tampa and Jacksonville, where demand for experienced **Development Directors, Fundraising Managers, and Grant Writers** remains high.
- Small organizations struggle to offer competitive salaries and benefits, limiting their access to seasoned professionals.

Technological Gaps

- Many nonprofits lack the budget to hire dedicated IT staff or data analysts.
- Only a minority report confidence in **data analysis, donor segmentation, or CRM utilization** despite routine data collection.

Donor Development Trends and Challenges

Retention challenge

Donor Engagement

- Retaining and upgrading donors is an ongoing challenge for nonprofits with limited staff capacity.
- Without advanced CRM tools or automation, organizations often fail to create **personalized donor journeys** that increase retention and giving levels.

State, federal, and local grants dependencies

Funding Dependencies

A significant portion of Florida-based human service nonprofits depend on federal, state, and local grants, leaving them vulnerable to policy or funding shifts.

Budget Constraints and Operational Limitations

Tight budgets

Resource Allocation

- Budgetary restrictions hinder investments in **professional development or modern fundraising platforms**.
- Staff often wear multiple hats, limiting strategic focus and stretching operational capacity.

Affordable digital and operational solutions

Capacity Building Initiatives

Programs through the **Florida Nonprofit Alliance**, **Edyth Bush Institute**, and partnerships with organizations like **TechSoup** help nonprofits adopt affordable digital and operational solutions.

Regional Factors Influencing Nonprofit Operations

Diverse population

Demographic Considerations

- Florida's substantial Hispanic/Latino population (over 27%) and rapidly growing multiracial communities shape program design and outreach.
- Nonprofits are adapting services to be more culturally responsive and linguistically accessible.

High housing and living costs

Economic Landscape

Florida's rising housing costs, insurance challenges, and inflationary pressures create additional financial burdens on nonprofits' operating and staffing budgets.

Recommendations

Shared staffing models

Collaborative Hiring

- Explore shared **staffing models**, especially for grant writing, marketing, and data analysis.
- Consider **regional hiring collaboratives or pooled resource programs** to attract top talent.

Use free or discounted tools

Leveraging Technology

- Access **Microsoft's Nonprofit Tech Acceleration Program**, **Google for Nonprofits**, and **TechSoup** for discounted software tools.
- Automate donor outreach using affordable platforms like **Bloomerang**, **Kindful**, or **Little Green Light**.

CRM solutions, Stewardship strategies

Enhanced Donor Engagement

- Invest in lightweight CRM solutions to segment donors, personalize communications, and track retention trends.
- Prioritize stewardship strategies to increase donor lifetime value and advocacy.

Leadership development Upskill staff

Capacity Building

- Engage in workshops offered by the Edyth Bush Institute (Rollins College), Florida Nonprofit Alliance, and local community foundations.
- Encourage board development and volunteer leadership training to extend capacity without full-time hires.

Conclusion

Florida's nonprofit sector is a cornerstone of the state's social infrastructure. Yet, small and mid-sized organizations face hurdles in growth due to hiring bottlenecks, limited donor development capacity, and tight operating budgets. By leveraging **partnerships, scalable technology, and outsourced solutions**, nonprofits can thrive in an increasingly competitive environment.

Organizations like goharness.com provide full-service fundraising, marketing, and donor engagement support for a fraction of the cost of hiring a part-time employee. Their team delivers **people, tech, and strategy**, enabling nonprofit leaders to focus on mission and impact—not just operations.



Strategic Recommendations

Outsourcing Fundraising Services



Know When to Outsource

Outsourcing is a smart option when...

- You need expertise in **major gifts, grant writing, or digital fundraising**.
- You're launching a new campaign or event and lack internal bandwidth.
- You have budget constraints but require **expert-level deliverables**.

Types of Fundraising Functions to Outsource

Grant Writing & Research

Contract specialists to improve your grant pipeline and success rate.

Campaign Strategy

Consultants to create structured roadmaps for **annual giving or capital campaigns**.

Donor Communications

Freelancers to craft compelling **emails, appeals, and impact reports.**

Database Management (CRM) & Reporting

External partners to clean, segment, and optimize your CRM data.

Digital Fundraising

Professionals to run **email automation, digital ads, and peer-to-peer fundraising.**

Cost Considerations

\$75–\$200

per hour

Hourly rates range from \$75–\$200/hour.

\$3,000 –\$10,000

Project-based contracts

Project-based engagements run \$3,000–\$10,000 depending on complexity.

Fundraising support for much less than a part time employee

Monthly retainers are often more affordable than hiring part-time staff internally.

Tip

Budget for fundraising software subscriptions to maximize ROI.

Structure the Relationship for Success

- ✓ Define clear deliverables and timelines.

- ✓ Start with a short-term project to test compatibility.

- ✓ Assign a dedicated internal liaison.

- ✓ Hold regular review meetings to track progress and pivot strategies as needed.

For more information and a free assessment,

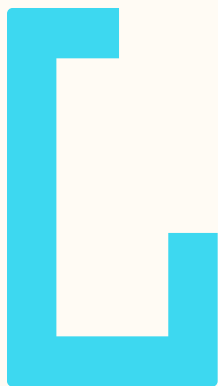


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