

Navigating Growth

Staffing and Donor Development Challenges
in Idaho's Nonprofit Sector



Executive Summary

Idaho's nonprofit sector plays a crucial role in sustaining community well-being and local economies, comprising approximately **7,000 organizations**, employing over **66,000 individuals**, and generating nearly **\$8 billion** in annual revenue.

7,000	66,000	\$8 billion
Organizations	Individuals	Annual revenue

From Boise and Coeur d'Alene to smaller towns in the Panhandle and Magic Valley, Idaho nonprofits address pressing issues in health, education, the environment, and social services. Yet, many smaller organizations face mounting pressure to find skilled fundraising staff, modernize technology, and grow a consistent donor base. This report highlights these challenges and identifies pathways forward for Idaho-based nonprofits.

Overview of Idaho's Nonprofit Ecosystem

7,000

organizations

Scale and Scope

- Idaho's nonprofit sector supports **66,000 jobs**, representing about **11% of statewide employment**
- Generates nearly **\$8 billion** annually
- A few large health and education nonprofits report revenues exceeding **\$100 million**

Over 50%

organizations have revenues under

\$250,000

Organizational Size

- **Over half** of Idaho nonprofits report annual revenues under **\$250,000**
- A small number of large organizations account for a disproportionate share of total sector income

Significant contributors to the sector's revenue

Sector Distribution

- **Health and hospital-based** nonprofits generate the largest revenue share
- **Education, human services, and environmental organizations** also represent key segments of the sector

Hiring and Staffing Challenges

Competitive labor market

Talent Acquisition

- High housing costs in growth hubs like Boise strain hiring efforts
- Development professionals are in short supply statewide, and rural communities struggle to attract experienced candidates

Lack of IT or data staff

Technological Gaps

- Many nonprofits lack **IT support**, dedicated **CRM staff**, or advanced donor analytics tools
- Limited tech adoption weakens personalized outreach and fundraising automation

Donor Development Trends and Challenges

Retention challenge

Donor Engagement

- Retaining mid-level and recurring donors remains a challenge for smaller teams
- Seasonal fundraising events often represent a large percentage of annual revenue, leaving many organizations vulnerable to disruptions

Government grants and major funders dependencies

Funding Dependencies

- Heavy dependence on **state contracts, federal programs**, and a few large funders
- Sudden changes in public funding can result in staffing cuts or program instability

Budget Constraints and Operational Limitations

Tight budgets

Resource Allocation

- Many nonprofits operate with **limited administrative budgets**, constraining training and technology investments
- Staff frequently manage multiple roles, reducing focus on strategic donor cultivation

Affordable training and tech solutions

Capacity Building Initiatives

Statewide partners like Idaho Nonprofit Center, Idaho Community Foundation, and regional giving collaboratives provide training and tech resources, but awareness and utilization vary

Regional Factors Influencing Nonprofit Operations

Fast growing population

Demographic Considerations

- Idaho has one of the fastest-growing populations, but much of the growth is concentrated in a few urban centers
- Older rural populations require unique volunteer strategies and legacy giving engagement

Urban rapid growth, Rural depopulation

Economic Landscape

- Rapid growth and housing shortages in certain regions raise cost of living
- Rural depopulation and labor shortages add additional strain in less urbanized counties

Recommendations

Shared staffing models

Collaborative Hiring

Consider shared development staff, pooled grant writers, or fractional donor communications roles among smaller organizations

Use free or discounted tools

Leveraging Technology

- Leverage platforms like TechSoup, Microsoft Tech for Social Impact, and Google Ad Grants
- CRMs like Bloomerang, Neon One, and EveryAction allow automation and data-driven fundraising

Stewardship strategies

Enhanced Donor Engagement

- Emphasize donor segmentation
- Develop customized stewardship plans and targeted upgrade asks to increase retention and lifetime donor value

Strategic Recommendations

Outsourcing Fundraising Services



Know When to Outsource

Ideal functions to outsource include:

- ✓ Major donor strategy
- ✓ Grant writing
- ✓ Snnual appeals
- ✓ Donor communication planning

Cost Considerations

- ✓ Hourly rates: **\$85–\$200**
- ✓ Project fees: **\$3,500–\$10,000**
- ✓ Retainer models often outperform part-time hires in consistency, oversight, and results

Structure the Relationship for Success



Clearly define scope, start with a pilot project, appoint internal points of contact, and review performance regularly.

For full-service fundraising, marketing, and donor growth support

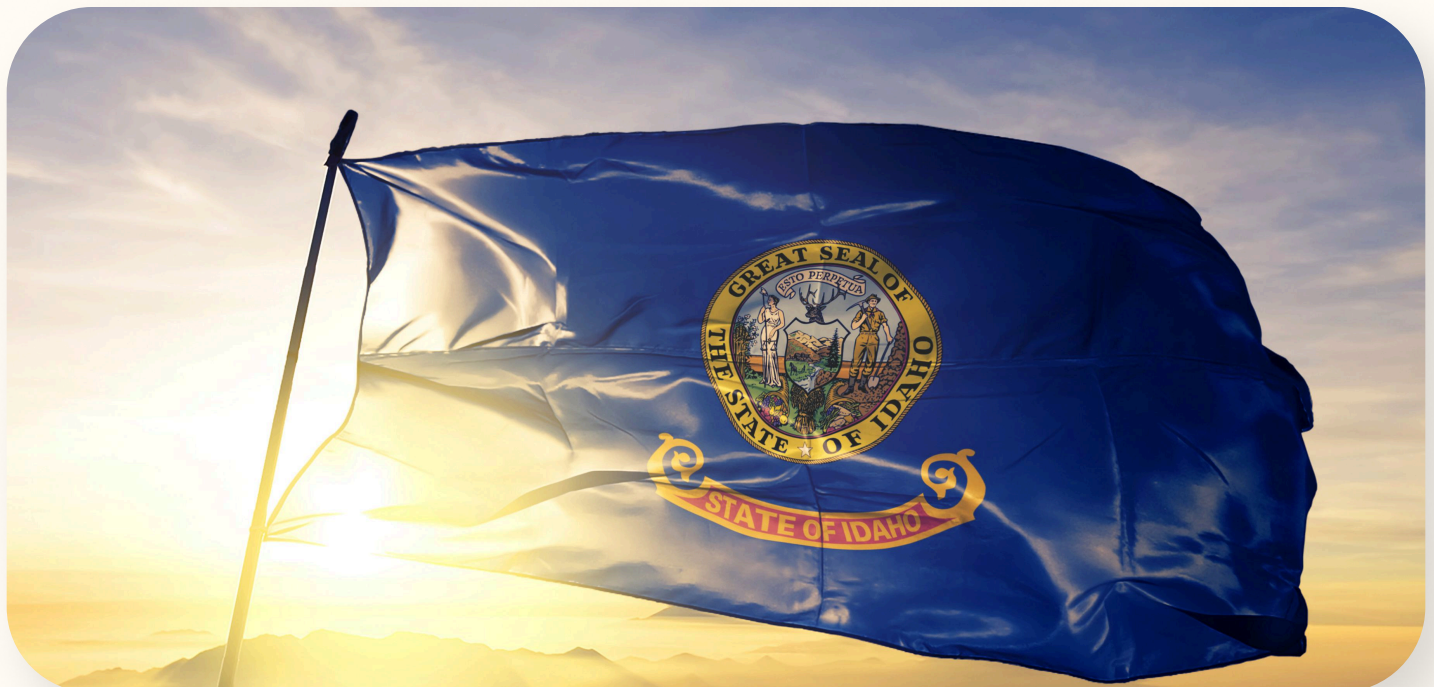


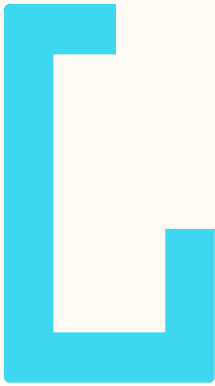
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