

# Navigating Growth

Staffing and Donor Development Challenges  
in Louisiana's Nonprofit Sector



# Executive Summary

Louisiana’s nonprofits anchor essential services across New Orleans, Baton Rouge, Shreveport, Acadiana, and rural parishes. The sector includes **17,000 organizations**, employs **128,700 people**, and generates **\$23 billion** in annual revenue.

**17,000**  
Organizations

**128,700**  
Individuals

**\$23 billion**  
Annual revenue

From major health systems and universities to small community groups, organizations report difficulty hiring development staff, keeping up with technology, and building durable donor pipelines—especially outside metro areas. This report outlines the challenges and practical steps tailored to Louisiana’s landscape.

# Overview of Louisiana's Nonprofit Ecosystem

**17,000**

organizations

**Many small  
orgs**

**Significant  
contributors  
to the sector's  
revenue**

## Scale and Scope

- **128,700 jobs** (8.1% of workforce); **\$23B revenue**; \$36.4B assets.
- Foundations give \$237M/year; households give **\$2.1B/year** (3.3% of income).

## Organizational Size

Many small orgs under \$250K–\$1M revenue; a handful of large hospitals/universities dominate totals. (State snapshots.)

## Sector Distribution

Healthcare and higher education drive revenue; strong footprints in human services, culture, environment, and disaster relief.

# Hiring and Staffing Challenges

## Competitive labor market

### Talent Acquisition

Recruiting Development Directors, Major Gift Officers, and data/CRM roles is difficult outside major metros; retention pressured by compensation vs. private sector. (State snapshots.)

## Lack of CRM admins

### Technological Gaps

Smaller orgs lack CRM admins and digital fundraising capacity, limiting segmentation, stewardship, and retention. (Capacity reports/trainings show ongoing need.)

# Donor Development Trends and Challenges

## Mid-level programs

### Donor Engagement

Event/grant-centric fundraising is common; recurring and mid-level giving programs remain underbuilt.

## Public contracts dependencies

### Funding Dependencies

Heavy reliance on public contracts, healthcare-linked philanthropy, and disaster-driven giving creates planning volatility. (State snapshots.)

# Budget Constraints and Operational Limitations

## Tight budgets

### Resource Allocation

Limited investment capacity for CRMs, training, and analytics; staff wear multiple hats.

## Affordable training and tech solutions

### Capacity Building Initiatives

Louisiana Alliance for Nonprofits (formerly LANO) offers training, policy updates, and capacity support; regional funders (e.g., Wilson Foundation programs) supplement with year-long capacity-building cohorts. Utilization varies outside metros.



# Regional Factors Influencing Nonprofit Operations

## Aging population

### Demographic Considerations

Aging populations in rural parishes and coastal outmigration complicate volunteer and donor pipelines.

## Disaster risk Industry shifts

### Economic Landscape

Disaster risk and recovery cycles, industry shifts, and rural broadband gaps affect staffing and tech adoption. (Disaster-prep materials widely promoted to nonprofits.)

# Recommendations

## Shared staffing models

### Collaborative Hiring

Share development staff or pooled grant writers across smaller orgs; use fractional/outsourced roles for continuity.

## Use free or discounted tools

### Leveraging Technology

Use TechSoup/Google/Microsoft discounts; adopt right-sized CRMs (Bloomerang, Neon One, EveryAction) and standardize moves management and dashboards.

## Stewardship strategies

### Enhanced Donor Engagement

Build segmented journeys (monthly, mid-level, major) with quarterly personal touchpoints and automated renewal/LYBUNT workflows.



# Strategic Recommendations

## Outsourcing Fundraising Services



# Know When to Outsource

Ideal functions to outsource include:

- ✓ Donor communications
- ✓ Grant writing
- ✓ Major-gift planning
- ✓ CRM administration

## Cost Considerations

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

# Structure the Relationship for Success



Define KPIs, start with a 60–90-day pilot, designate an internal point person, and review monthly.

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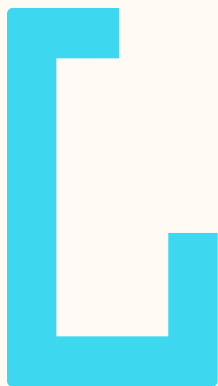
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