



Nonprofit Notes And the Survey Says ...

The results of *The NonProfit Times*' 2006 Salary Survey are in, and they are decidedly mixed.

Average salary for a female executive director at a mid-size organization (\$25 million or less in revenue) was \$84,711 in 2005. That's about 75 percent of the average male director's salary of \$113,173. Overall, the average executive director's salary is expected to hit \$100,118 in 2006, up from \$98,476 in 2005.

Among the more than 300 nonprofits that returned surveys, respondents expect to see salary increases in these positions:

- Program director: +2.5 percent
- Planned giving officer: + 1.5 percent
- Major gifts officer: + 1.5 percent
- Chief financial officer: + 1.5 percent

They expect to see salary declines in these positions:

- Chief of direct marketing: - 5 percent
- Development director: - 4.1 percent
- Web master: - 3.6 percent
- Director of volunteers: - 3 percent
- Director of human resources: - 1 percent

Ready for an Election Year?

The good news is that while the political hubbub of the 2006 congressional elections can certainly affect what types of charities Americans support, election year campaigning generally doesn't cause overall giving to decline.

according to a study by the Center on Philanthropy at Indiana University. But, the crush of candidates vying for America's eyes and ears can certainly impact your fundraising channels.

TV and radio —Television and radio will be saturated with political advertising, so look for stations to raise their rates and tighten up on negotiations. Available time for direct response TV could also get scarce.

Action: Consider testing alternative media channels (e.g., the Web), especially in the months immediately preceding an election.

Direct mail — Count on cluttered mailboxes as politicians ramp up direct mail.

Action: Make sure your mail stands out (and doesn't look political). Consider adjusting your direct mail in-home dates to avoid the weeks prior to an election.