Catalyze Nonprofit Innovation

A nationwide study on how United States nonprofit organizations created innovations to address social problems in 2017

**Study Background**

- A random sample of 2,000 U.S. nonprofit organizations executive director or equivalent participated from April to August 2017
- 306 nonprofit organizations from 38 states responded
- Average organizational age: 41 years

<table>
<thead>
<tr>
<th>Employee Size Category</th>
<th>Revenue Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 10</td>
<td>&lt; $250,000</td>
</tr>
<tr>
<td>11 - 50</td>
<td>$250,000 - $500,000</td>
</tr>
<tr>
<td>51 to 100</td>
<td>$500,000 - $750,000</td>
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<tr>
<td>101 to 500</td>
<td>$750,000 - $1 million</td>
</tr>
<tr>
<td>&gt; 500</td>
<td>&gt; 10 million</td>
</tr>
</tbody>
</table>

**Social Mission**

- Arts and culture
- Environment
- Human services
- Education
- Public and societal benefit
- Other

**Geographic Location**

- MA
- PA
- NY
- CT
- ME
- CA
- OH
- NH

**Founder Background**

- Business sector
- Nonprofit sector
- Public sector

**Administrative Innovations**

- Performance evaluation system
- Training topic for employees
- Incentive reward system
- Recruitment system
- Organizational structure

**Technological Innovations**

- New services or programs
- New products
- New groups of clients
- New activities or events
- New way of service delivery

**During the survey, we asked each participant to indicate whether their organization had engaged in creating, adopting, or implementing any of the following types of innovations in the past 3 years:**

**Key Findings from statistical models**

- **Key factors influencing administrative innovation**
  - Organizational size (-)
  - Percentage of government funding (-)
  - Diversity of partnerships (+)
  - Proactiveness (+)

- **Key factors influencing technological innovation**
  - Organizational age (-)
  - Diversity of partnerships (+)
  - Using information communication technologies (ICTs) for knowledge sharing (+)
  - Proactiveness (+)

**Impact of technology on change**

- Work reports and official documents
- Manuals, methodologies, and models
- Experience or know-how
- Know-where or know-whom
- Expertise from education or training

**Use technologies to share knowledge with members in your organization and partners outside the organization, including:**

- Be among the first organizations to introduce new products or services, administrative techniques, or operating technologies
- Actively exploit changes in the field
- Provide the lead for similar service changes rather than follow the lead

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