ACHIEVING SUCCESS AS A NONPROFIT STAFF

STAFF WEEK CAMPAIGN REPORT
As of 21 January 2022
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I. Overview

The Nonprofit Staff Week (NSW) was a forum to showcase the work and impact of nonprofit staff across the country. For one week in January, nonprofits’ staff across the country gathered together to share ideas, discuss solutions and commit to innovative ways that will make the sector more accommodating.

The Staff Week was centered around increasing visibility for members of the network and the humanitarian work that they do. The week comprised 4 days of social media activities and campaigns by nonprofits and NNNGO members across the country along with a one-day physical nonprofit staff conference in Lagos State, Nigeria to wrap up the nonprofit staff week.

The Nonprofit Staff Week/Conference which was the first of its kind hosted by the Nigeria Network of NGOs with support from Google.org encouraged and supported a substantial avenue to address the challenges faced by nonprofit staff, including advancing accountability and transparency, protecting civic space, and making the sector more accommodating.

The staff week/conference 2022 was an opportunity for nonprofit staff to showcase what they do at their various organisations and the impact they make across various communities.

Key highlights and takeaways from the week include:

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<tr>
<th>Platform</th>
<th>Sum of Impressions</th>
<th>Sum of Engagement</th>
<th>Engagement by Posts</th>
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<th>Impressions by Posts</th>
<th>Engagement by Posts</th>
<th>Followers Viewed</th>
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<td>11.7%</td>
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<td>21,732</td>
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629 registrants for the Nonprofit Staff Conference from 36 states of Nigeria including the FCT.

155 participants attended the organized Nonprofit Staff Conference with theme: Achieving Success As A Nonprofit Staff.
The Nigeria Network of NGOs (NNNGO) took nonprofits staff across the country with funding support from Google.org on a resourceful exploration to showcase the work and impact that nonprofit staff do within their various communities through the delivery of a nonprofit staff week event and a one day physical conference.

The Nonprofit Staff Week/Conference which was the first of its kind served as a platform to address the challenges faced by nonprofit staff, including advancing accountability and transparency, protecting the civic space, and making the sector more accommodating.

From January 17 – 21, 2021, 4 days of social media activities and campaigns by nonprofits and NNNGO members across the country and a one day physical nonprofit staff conference held in Lagos to discuss, share experience on the theme: “Achieving Success As A Nonprofit Staff “.

The social media campaign and physical conference was imperative as it provided a platform for nonprofit staff to participate in the online campaign, collaborate and network with other nonprofit organizations across the country, advocate for a more accommodating third sector and increase visibility for members of the network and the humanitarian work that they do.

The physical conference which was attended by 112 (57 male, 55 female) offline participants from across 8 states in the country (Oyo, Lagos, Edo, Osun, Ondo, Ebonyi, Kano and Abuja), the conference had one person with disability and 43 (19 male, 24 female) online participants in view of COVID-19 safety protocols from 12 states (Oyo, Lagos, Edo, Rivers, Ebonyi, Bauchi, Abuja, Plateau, Imo, Akwa Ibom and Kano); the online conference had two persons with disability. 6 regions were represented from the South West, South-South, South East, North West, North Central and North East from 13 states (Oyo, Lagos, Edo, Osun, Ondo, Ebonyi, Kano, Akwa Ibom, Plateau, Abuja, Imo, Bauchi and Rivers).

The conference featured a nonprofit staff video that resonates with the sector, a keynote panel by learned colleagues within the sector on how to achieve success as a nonprofit staff and a session on finding purpose within the society.

Oyindamola Aramide, Communications Officer, NNNGO moderated the event, she welcomed all participants setting the scene for the conference.
while laying the ground for meaningful understanding and introduction to the theme of the event, she introduced the keynote panelists including the modalities on how participation will be ensured.

The first speaker for the event, Hameed Kayode Alabi, Educational Mentoring Coordinator, Refugee Education (UK) and Founder, Kayode Alabi Leadership and Career Initiative (KLCI) spoke through an inspiring video to set the tone for the conference; he shared with participants on how young people can venture into the nonprofit space and how they can build the skills and competences to function in the space, he also mentioned the importance of story, data, volunteer in mobilizing resources to get the job done likewise the importance of aligning with organization’s mission and goals using his personal story as a case study. See Hameed Alabi's inspiring video here https://bit.ly/3sb41oe

In the same vein, the 3 hour keynote panel session geared by questions from the audience and answers by the panelists where insights were provided on how nonprofit staffs can achieve success within the sector. The Keynote panel highlighted experts telling participants their career stories, burning issues and questions that begged to be answered within the sector ranging from work ethics, fundraising, partnerships and professionalism, how nonprofit staff can identify their interest within the sector and skilling up.

Crystal Chigbu, Founder/Executive Director, The IREDE Foundation said “don’t be in the nonprofit sector because you don’t have an option. if you are not crazy passionate here then you have no business being in the nonprofit sector, whether you work here or some other sector, if the work does not make you happy then know that you do not belong there”.

Oyebisi Babatunde Oluseyi, Executive Director, Nigeria Network of NGOs added “work with passion, don’t be a charlatan. if you know it, you know it. be able to write and communicate well, whatever skills built here is needed everywhere”. He also noted “understand your situation to propel you to think of what you can self-skills that can earn you income and great opportunities”. See video from the event here https://bit.ly/3AoiktE.

Along with Gbenga Adenuga, Nigeria’s music artist with passion for development provided insight advising participants that the big picture is actually humanity, he noted that “ nonprofits and staff and volunteers can make money, however money is not a destination no matter how one gathers”.

He said that “the whole world revolves around helping humanities live better and this could be seen to have translated over the years into different forms; business (for-profit) and NGOs (non-profit) which are at the core centre of this movement”. He closed the session on how he handled professionalism and ethics on his career journey with this: “You are in the center of helping humanity. It's either you do it well or not.” See video from the event here https://bit.ly/3AoiktE.

For participants, the conference was a good platform where they drank from the ‘Cups of Experts’ and it will so sure help nonprofits navigate their ways through 2022 and of course beyond as they continue to make meaningful measurable impacts that will bring development to the door step of the common man in the society.

“The lesson learnt at the conference in my opinion is that at some point, every NGO, if not all, should set up a for-profit arm of their nonprofit work in order to support funds donations and grants they receive from individuals and corporate bodies in running their operations, and probably pay some form of cash incentives to their volunteers” added another participant.

The Nigeria Network of NGOs (NNNGO) represents nonprofits, think tanks, coalitions, associations, foundations and other non-state actors dedicated to delivering development to grassroots communities and the vulnerable across the country in the fields of education, health, environment, gender, agriculture, social protection, youth, poverty, good governance, and other areas of progressing national development. Since 1992, NNNGO has worked to advance the common interests of the nonprofit sector, providing programs that advance national development, civil society legitimacy, transparency, and accountability.
KEY TAKEAWAYS/ RESOLUTIONS

The conference gave an insight on how nonprofits should begin to identify themselves with international opportunities, partnerships, and conversations, as these are ways through which meaningful funding can be raised and other serious benefits.

Nonprofits need to have a robust system whereby volunteers can rise or build careers to a certain peak in their interested areas in the social impact space just as we have in the private sector.

ANALYSIS FROM THE CONFERENCE EVALUATION SURVEY

The Network received 99 responses from participants at the Nonprofit Staff Conference held in Lagos which forms the basis for this analysis.

Participants evaluated the conference based on various indicators. With options of excellence, very good, good, satisfactory, very significantly, significantly, moderately and not at all. Rating of the conference was on a scale of 1-5 (5= Excellent; 4= Very good; 3= Good; 2= Satisfactory; 1 = Poor).

1. In response to the overall assessment of the conference: 40.4% of respondents indicated that it was ‘excellent’, 37.3% noted that it was ‘very good’, 17.2% opined that it was ‘good’, 5.1% affirmed that it was ‘satisfactory’, impressively, no respondent at the conference rated the assessment “poor”.

2. On the content of the staff conference as a whole: 39.4% of respondents indicated that the content was ‘excellent’, 37.4% noted that it was ‘very good’, 16.2% opined that it was ‘good’, 7% indicated that it was ‘satisfactory’, impressively, no participant rated the content ‘poor’.

3. On the sessions of the conference that represented a major interest or relevance to participants and/or your organisation: 88.9% of participants choose keynote panel, 31.3% choose inspiring video to set the tone for the conference, 8.1% choose finding purpose within the society as a nonprofit staff.

4. On the extent to which the conference increased awareness on building and sustaining a career in the Nonprofit Sector: 50.5% of participants noted ‘significantly’, 39.4% indicated ‘very significantly’, 10.1% opined ‘moderately’.

5. On the extent to which participants will use the information obtained through the conference in their work: 45.5% noted ‘very significantly’, 42.4% indicated ‘significantly’, 11.1% opined ‘moderately’ while 1% opted for ‘not at all’.

6. On rating if the conference location was appropriate: 50% of participants affirmed that it was ‘excellent’ 29% opined “very good”, 17% noted ‘good’ while 4% indicated ‘satisfactory’.

On rating if the conference facilities were appropriate: 32% of participants affirmed that it was ‘excellent’, 31% opined ‘very good’, 15% noted ‘good’, 7% indicated ‘satisfactory’ while 1% rated it ‘poor’.

In conclusion, participants commended that the conference was an eye opener, very informative and well organized. Participants recommended that the conference should not be a one off but continuous one for evaluation purposes, boosting of networks and growth amongst Nigerian nonprofits.

ANALYSIS FROM THE NONPROFIT STAFF SATISFACTION SURVEY

The network received 101 responses from nonprofit staff in attendance at the nonprofit staff conference held in Lagos which forms the basis for this analysis. 51.5% (52) of the respondents were male, while 48.5% (49) were female.

This survey was developed to assess how satisfied nonprofit staff are with their career within the sector. Respondents assessed their level of satisfaction based on various indicators; with an option of strongly agree, agree, neutral, strongly disagree and disagree.
1. In response to respondents’ position within their organisation: 41.9% are within the ‘executive leadership’, 22.6% are within the ‘management’ level, 10.8% are ‘professionals’ while 24.7% are within the ‘administrative’ cadre.

2. On respondents living with disability: 95.9% indicated ‘no’ to any form of disability while 4.1% indicated ‘yes’.

3. In response to career stage (age) of respondents: 50.5% are within their early career stage (21 - 34), 43.6% are in their mid-career (35 - 49) while 5.9% are in their late career stage (50 and above).

4. In response to tenure in the sector: 69% of respondents have spent ‘5 years or less’ within the sector, 19% have spent within ‘6 to 10 years’ within the sector, 10% have spent within ‘11 to 15 years’ in the sector, 1% have spent within ‘16 to 25 years in the sector, and 1% have spent over 25 years.

5. In response to the number of years that respondents have been a paid employee: 36.4% have been a paid employee for ‘1 year or less’, 21.6% have been a paid employee for ‘2 to 3 years’, 18.2% have been a paid employee for ‘6 to 10 years’, 13.6% have been a paid employee for ‘4 to 5 years’, 8% have been a paid employee for ‘11 to 20 years’, 2.2% have been a paid employee for ‘over 20 years’.

6. In response to job position of respondents: 51% of respondents are paid employees, 33.3% are volunteers, 13.6% of respondents fall within other job position and 2.1% are interns.

7. In response to organisation’s location: 71.3% of respondents operates from ‘Lagos’ state, 8.5% operates from ‘Oyo’ state, 7.4% operates from ‘Edo’ state, 4.3% operates from ‘Ebonyi’ state, 2.1% operates from ‘Ondo’ state, 1.1% operates from ‘Abia’, ‘Kano’, ‘Kwara’, ‘Osun’, ‘Nasarawa’ and ‘Plateau’ State.

8. On whether personal satisfaction is a story in the decisions nonprofit staff make about their career: 56.1% of the respondents strongly agreed to this fact, 36.7% agreed, 4.2% disagreed, 2% undecided while 1% strongly disagreed.

9. On whether salary satisfaction is a strong consideration in the nonprofit sector: 44.3% of the respondents agreed to this fact, 24.7% strongly agreed, 12.4% undecided, 13.4% disagreed while 5.2% strongly disagreed.

10. In response to the work life balance and ability to meet financial growth of nonprofit staff (with an option of extremely satisfied, satisfied, undecided, unsatisfied and extremely unsatisfied):

i. If nonprofit staff are satisfied with their work-life balance in their organisation: 60.2% of the respondents are satisfied, 20.4% are extremely satisfied, 14% are unsatisfied, 4.3% undecided while 1.1% are extremely unsatisfied.

ii. If nonprofit staff are satisfied with their salary: 42.6% of the respondents are satisfied, 28% are unsatisfied, 23% undecided, 3.2% are extremely satisfied while 3.2% are extremely unsatisfied.

iii. If nonprofit staff are satisfied with benefits: 46% of the respondents are satisfied, 21% are unsatisfied, 19% undecided, 11% are extremely satisfied while 3% are extremely unsatisfied.

iv. If nonprofit staff are satisfied with work environment within their organisation: 58% of the respondents are satisfied, 25.3% are extremely satisfied, 14% undecided, 7.4% are unsatisfied while 1.1% are extremely unsatisfied.

v. If nonprofit staff are satisfied with available opportunity for career growth with the sector: 51% of the respondents are satisfied, 25.3% are extremely satisfied, 14% undecided, 7.4% are unsatisfied while 3.2% are extremely unsatisfied.

vi. If nonprofit staff are satisfied with professional development: 53% of the respondents are satisfied, 24% are extremely satisfied, 13% undecided, 10% are unsatisfied while 1.1% are extremely unsatisfied.

vii. If nonprofit staff are able to meet their financial growth: 38.3% of the respondents are satisfied, 29% undecided, 21.3% are unsatisfied, 7.4% are extremely satisfied while 4.3% are extremely unsatisfied.

11. In response to how nonprofits are satisfied with opportunities for advancement in their current job: 45.9% of the respondent affirmed that they are satisfied, 24.5% noted that they are extremely satisfied, 17.3% undecided, 10.2% are unsatisfied while 2% are extremely.

12. In response to how nonprofit staff are considering leaving the nonprofit sector to receive better compensation elsewhere: 53.5% of the respondents strongly disagreed to this fact, 30.3% neither agreed nor disagreed while 16.2% strongly agreed.
13. In response to how nonprofit staff are satisfied with their ability to develop professionally in their current job: 58.1% of the respondent affirmed that they are satisfied with this fact, 19.4% noted that they are extremely satisfied, 10.8% are unsatisfied while 3.2% are extremely unsatisfied.

14. In response to how nonprofit are confidently able to have sufficient income to live comfortably, have enough money to pay for medical expenses and save for retirement (with an option of extremely confident, confident, undecided, not confident and extremely not confident):

i. If nonprofit staff are confidently able to have sufficient income to live comfortably: 42.2% of the respondents are confident with this fact, 23.3% are extremely confident, 22.2% undecided, 11.1% are not confident while 1.2% are extremely not confident.

ii. If nonprofit staff are confidently able to earn enough money to pay for their medical expenses or emergencies: 41% of the respondents are confident with this fact, 28.4% undecided, 18.2% are not confident, 11.4% are extremely confident while 1.1% are extremely not confident.

iii. If nonprofit staff are confidently able to save for their retirement: 37% of the respondents are undecided, 32.1% are confident, 18% are not confident, 12% are extremely confident while 1.2% are extremely not confident.

15. In response to the current earning of nonprofit staff: 31.1% of the respondent earn 50 -100k monthly, 22% earn 100 – 150k monthly, 18.4% earn less than 30,000 monthly, 11.4% earn 30,000 monthly, 10.1% earn over 200,000 monthly while 7% earn 150 – 200k monthly.

III. Digital and Social Media

**Nonprofit Staff Week Website**

The NSW website [https://nsw.nnngo.org/#](https://nsw.nnngo.org/#) continues to be the primary hub for content and resources around the NSW. The site features both resourceful and timely information about the Nonprofit Staff Week, the location for the conference, lined up activities for the event and aims to help members learn about how to participate for the week in their various communities, plan their NSW activities, and get excited to take action for showcasing their work and impact.

The **Home page** overviews brief introduction about the Nonprofit Staff Week/Conference, and also provided information on frequently asked questions, infographics, activities for the week and how to register for the week. The **About page** describes what the staff week/conference will be focused on.

The **Toolkits Page** continued to be the main source of content and the most popular pages on the site which explained what the staff week is about, the location, registration for the event, how members can get involved, suggested social media actions to showcase nonprofit organisations and suggested facebook, twitter and Instagram posts.

The **Photo Filter Campaign page** created a dedicated page for members to participate in the photo filter campaign by uploading their picture in the picture frame designed on the page. The **Infographics page** showcased the designed infographics that members can download and use on their various organisation’s social media platform tagging the Nigeria Network of NGOs.

**Nonprofit Staff Week Event Toolkit**

The Nonprofit Staff Week event toolkit was full of powerful, eye catching social media actions activities to showcase nonprofit organisations to help visualize the theme and central narrative. With 10 core infographics, 1 photo frame and 2 theme stickers, the event toolkit housed the largest quantity of social media action activities for the nonprofit staff week.

Infographics and photo frame were optimized for Facebook, Twitter, Instagram and WhatsApp, all graphics were made available to reach a wide range of audiences who are members of the network.

Designed flyers for the event were also shared on social media platforms to make the campaign more effective and robust as needed.
With corresponding social media content—over 5 suggested Facebook, Twitter and Instagram posts on the theme of the Nonprofit Staff Conference “Achieving Success As A Nonprofit Staff”; there were also over 10 suggested social media actions for nonprofits to showcase their organisation.

There were plenty of options to post on social media; in addition to the media posts, in addition to the social media posts, we asked that members organisations send in their logos and a one page achievement flyer to create increased visibility for their organisation, we designed the event toolkit to make it more convenient than ever for advocates to share the toolkit among their networks, colleagues and friends within the sector.

Beyond the core graphics and social media contents, the event toolkit also offered WhatsApp and Facebook photo frame to help advocates personalize their social media channels. Member organisations from 11 different states across the country—Kaduna, Lagos, Abuja, Ondo, Oyo, Kogi, Borno, Enugu, Bayelsa, Ekiti and Imo—utilized the infographics and photo frame for social media campaign activities from 17–21 January, 2022.

Campaign Analytics

The social reach of the overall Nonprofit Staff Week, which includes content posted from other social media accounts, was impressive. The network’s Facebook page reached new heights during the campaign week with engagement of members of the network using hashtags #IDoGoodWork #I AM AProudNonprofitStaff #PowerOfNonprofitStaff #NonprofitStaffWeek. Over the broad campaign period from 17–21 January, 2022, social media engagement for the campaign reached an impressive 673,692 Facebook accounts, 1584 sum of engagement for Facebook and 2439 Twitter accounts, 181 sum of engagement.

Key Highlights:

• There was an increase in the overall number of members posting campaign content on social media platforms with an uptick on the Nonprofit Staff Conference itself and a notable increase during the social media campaign days.

Social Media Highlights

Member organisations, partners and individuals around the country engaged through social media all through the Nonprofit Staff Week using various elements of the toolkit to showcase their various organisations. Select highlights include:

• There was increased use of the #IDoGoodWork #I AM AProudNonprofitStaff #PowerOfNonprofitStaff #NonprofitStaffWeek hashtags by member organisations.

• There was a slightly lower reach in the weeks leading up to the Nonprofit Staff Week but a higher reach during the campaign week and the Nonprofit Staff Conference Day itself.

• The 10 NSW core infographics were posted on Twitter, Facebook and Instagram and individually garnered significant engagement from individuals and their organisations.

• All through the campaign week itself, top-performing tweets and posts came from accounts including the Nigeria Network of NGOs and other member organisations social media platforms.
We are Nonprofit Staffs
We Advocate
We Raise our Voices for a Common Cause
We Act

I Am a Proud Nonprofit Staff
#IDoGoodWork
#PowerOfNonprofitStaff
#NonprofitStaffWeek

We stand with @Nigeria Network of NGOs. We celebrate all Nonprofit Staff and support the great work they do, bringing a positive impact on the lives of individuals and the society at large.

HAPPY NONPROFIT STAFF WEEK from Beautiful Minds Empowerment Foundation

Cc: Google
#IDoGoodWork #IAmAProudNonprofitStaff #PowerOfNonprofitStaff
#NonprofitStaffWeek #BeautifulMindsEmpowermentFoundation
#BMEF Nigeria Network of NGOs @nnngo25 @nnngo donatello
As we draw the curtain on #NonprofitStaffWeek2022, we will be bringing you some highlights with no additions nor subtractions. Here is an explicit one from Samson Oladapo for the #NonprofitStaffConference.
We enjoined you to read to the end... See more.

When you hear "small but mighty" look no further: Youth Awareness for Peace and Development is indeed a true definition of gigantic social impact projects.
This January, you will find YAPD staff and volunteers if not everywhere then almost everywhere in the North helping the female gender through their 'Rescue A Girl Project.'
Part of their targets is to distribute 3000 pads in IDP Camps and Secondary Schools not only in Northern part of Nigeria but other regions as well.... See more.

Okay all. Can we together check out this Team of Nonprofit Staff out? Aren't they just colourfull?... See more.
Nigeria Network of NGOs

The Nonprofit Staff Week is finally upon us!
Yeeehh!!
Our ZAZU begins now!!!!... See more

I DO GOOD WORK

With all of our “running kids-ups and running kara-kara” can we show them? Can we show the how the “thing goes”?
For a moment, show the world that you are a nonprofitstaff, a proud one at that and see how the good works that you do and how the world have helped you develop required skills/capacity to work and grow within the sector.
You can start by printing the #doodgoodwork badge to use on your social media platforms here:
https://www.nngo.org/infographics/

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