



Nonprofit  
Leadership  
Alliance

Certified to Change the World

# Launching a Nonprofit Career

A Proven Method for Training the Next Generation of Nonprofit Leaders: A report conducted by LinkedIn in 2014 indicates a strong correlation between earning the Nonprofit Leadership Alliance's Certified Nonprofit Professional (CNP) credential and reaching a high level of leadership within the nonprofit sector.

**50%**

CNPs remain in the nonprofit sector 50% longer than non-CNPs.

**7x**

CNPs are 7x more likely to reach a director level or higher position at a nonprofit organization than non-CNPs.



## Taking a Closer Look

**LinkedIn**

To gather insights for the survey, LinkedIn compiled data from more than 500 of its members who are current or past employees of the Alliance's national nonprofit partners, such as Feeding America, YMCA and Boy Scouts. The study included a sample of both CNPs and non-CNPs.

The research also looked at the entire universe of CNPs on LinkedIn and determined:



### CNPs are educated.

Of the CNPs who list education on their profile, 43% have received a master's or doctorate degree.



### CNPs get promoted.

More than one in four CNPs have a position of director or above at their current employer.



### CNPs have ambition.

Top job titles among CNPs include executive director, founder, volunteer, CEO and president.



### CNPs are versatile.

Top industries with CNPs include nonprofit organization management, higher education, education management, hospitals and health care.



### CNPs are talented.

Top skills listed among CNPs include fundraising, public speaking, community outreach and event planning.

### About the CNP

The only national nonprofit management credential in the US, the CNP is offered at the undergraduate, graduate and post-graduate level through the Alliance network of 40 universities and colleges. This proven leadership development program provides a unique combination of critical thinking, knowledge, practical experience and a national perspective. The Alliance educational institutions, national nonprofit partners and 9,000 CNPs represent the largest network in the country working to strengthen the social sector with a talented and prepared workforce.

