

2025 | NONPROFIT SALARIES & STAFFING APPENDIX

FEATURING REGIONAL MEDIAN
SALARY RANGES

PURPOSE OF THE REGIONAL SALARY APPENDIX

As we continue to expand our survey reach beyond the major metropolitan areas, this appendix serves to provide valuable insights into nonprofit salaries across different Census regions. While the main report highlights key trends and salary ranges in the four primary metro areas (New York, Chicago, Washington, D.C., and San Francisco), this appendix focuses on the regional data gathered from our 2025 survey. It is designed to complement the metro salary ranges and offer nonprofit leaders operating outside these areas a more tailored perspective.

ORGANIZATION TYPES BY REGION

In total, over 500 nonprofit organizations from across the country contributed data to the survey, providing salary benchmarks for regions outside of our major metro service areas. Here is the breakdown of participation by region:

NORTHEAST: 25%

Predominantly arts organizations and social services, with strong representation from associations and advocacy groups.

MIDWEST: 20%

A mix of education-focused nonprofits and foundations, along with significant participation from health and social service organizations.

SOUTH: 30%

The region saw a large number of social service organizations, including faith-based nonprofits and community support programs.

WEST: 25%

Strong representation from environmental and advocacy nonprofits, alongside growing participation from arts and culture organizations.

NONPROFIT SALARIES & STAFFING TRENDS FOR 2025

SALARY DIFFERENCES BY REGION:

Nonprofits in the West reported the highest median salaries, particularly for executive-level roles such as CEOs and Development Directors. Conversely, organizations in the South consistently reported lower median salaries across a range of roles, reflecting regional economic factors like cost of living and local market demand.

HIGHER SALARIES IN THE WEST:

The West region, particularly California, saw the most competitive salary ranges for senior leadership positions, driven by the high demand for experienced executives in the nonprofit sector. Organizations in the South and Midwest reported lower salary ranges for similar positions, though they remain competitive within their regions.

SALARY PRESSURE IN THE NORTHEAST:

The Northeast region showed notable salary pressure, particularly for program management and finance roles, reflecting the competitive hiring environment in states like New York and New Jersey. Hiring managers in the Northeast and West should be particularly aware of salary pressures in high-demand roles like Development Directors and Finance Officers, where competition is fierce.

COMPARISON WITH METRO AREAS:

The regional median salaries provide a useful contrast to the metro area data included in the main report. While metro areas like New York and Washington, D.C., often have higher salary benchmarks due to their concentrated nonprofit sectors, regional salary ranges tend to vary more widely. For instance, while CEOs in the West region may earn competitive salaries comparable to San Francisco, roles like Program Directors and Fundraising Managers typically see a 15-20% lower median salary in regional areas compared to their metro counterparts.

WEST

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
SENIOR MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CEO/President	<120K	191-200K	201-210K	241-250K	351-360K
Executive Director	<120K	151-160K	251-260K	171-180K	311-320K
Chief Operating Officer	<100K	111-120K	201-210K	131-140K	>280K
Chief Staff/Deputy Director	121-130K	101-110K	101-110K	121-130K	131-140K
FINANCE	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CFO/VP Finance	131-140K	121-130K	221-230K	151-160K	171-280K
Director of Finance	141-150K	101-110K	121-130K	151-160K	171-180K
Controller	111-120K	101-110K	101-110K	111-120K	91-100K
Staff Accountant	61-70K	61-70K	71-80K	111-120K	61-70K
Bookkeeper	<45K	46-50K	71-80K	46-50K	46-50K
FUNDRAISING & RESOURCE DEVELOPMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M-\$50M	\$50.1M - \$100M+
Chief Development Officer/VP Dev	111-120K	121-130K	251-260K	191-200K	231-240K
Director of Development	111-120K	101-110K	151-160K	111-120K	101-110K
Director of Major Gifts	<60K	81-90K	141-150K	141-150K	111-120K
Director of Foundation/Corporate Relations	NA	101-110K	101-110K	101-110K	91-100K
Director Advocacy/Gov Relations	NA	<90K	>150K	>150K	91-100K
Director of Special Events	71-80K	71-80K	81-90K	81-90K	81-90K
Grants Writer	101-110K	71-80K	71-80K	61-70K	61-70K
Development Associate	61-70K	61-70K	61-70K	61-70K	61-70K
MARKETING & PUBLIC RELATIONS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CMO/VP Marketing/Communications	N/A	171-180K	141-150K	141-150K	191-200K
Director Marketing/Communications	81-90K	101-110K	>140k	91-100K	101-110K
Marketing Manager	61-70K	81-90K	81-90K	61-70K	71-80K
Social Media Professional	<50K	51-60K	61-70K	81-90K	71-80K
Marketing Associate	61-70K	51-60K	51-60K	>80k	61-70K
PROGRAMS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Programs Officer/VP Program	<90K	121-130K	201-210K	171-180K	>270K
Director of Programs	91-100K	81-90K	>150K	121-130K	101-110K
Program Associate	71-80K	71-80K	>80K	>80K	71-80K
Program Coordinator	61-70K	51-60K	51-60K	>80K	61-70K
HUMAN RESOURCES/TALENT MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Chief Human Resources Officer	NA	101-110K	161-170K	171-180K	>210K
Director of HR/Talent Management	NA	71-80K	81-90K	71-80K	71-80K
HR Manager	96-100K	86-95K	101-105K	105k>	101-105K
Benefits Manager	NA	71-80K	>90K	71-80K	71-80K
HR Associate	NA	>70K	>70K	>70K	61-70K

WEST (CONTINUED)

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
MEMBERSHIP & MEETINGS					
VP/Director of Membership	>140K	131-140K	111-120K	111-120K	111-120K
Membership Manager	NA	71-80K	81-90K	71-80K	71-80K
VP/Director of Meetings	111-120K	111-120K	111-120K	111-120K	111-120K
Meeting Planner	71-80K	51-60K	61-70K	61-70K	61-70K
IT & DATABASE MANAGEMENT					
CTO/CIO/VP	NA	121-130K	121-130K	141-150K	171-180K
Director of IT	>75K	76-85K	146-155K	156-165K	106-115K
Network Administrator	<60K	<60K	71-80K	101-110K	81-90K
Database Manager	1>00K	61-70K	>100K	91-100K	71-80K
Website Manager	<45K	76-85K	66-75K	66-75K	66-75K
ADMINISTRATION & SUPPORT					
Executive Assistant	<50K	>80K	>80K	61-70K	71-80K
Administrative Assistant	51-60K	61-70K	61-70K	51-60K	41-50K
Office Manager	61-70K	>70K	>70K	>70K	61-70K
Receptionist	<35K	36-45K	46-55K	36-45K	36-45K

MIDWEST

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
SENIOR MANAGEMENT					
CEO/PRESIDENT	121-130K	171-180K	171-180K	241-250K	281-290K
Executive Director	<120K	<120K	231-240K	121-130K	121-130K
Chief Operating Officer	<100K	101-110K	141-150K	>280K	221-230K
Chief Staff/Deputy Director	101-110K	101-110K	<100K	161-170K	201-210K
FINANCE					
CFO/VP FINANCE	101-110K	131-140K	101-110K	161-170K	161-170K
Director of Finance	<70K	101-110K	111-120K	111-120K	131-140K
Controller	121-130K	111-120K	81-90K	171-180K	101-110K
Staff Accountant	<50K	51-60K	61-70K	61-70K	101-110K
Bookkeeper	<45K	<45K	46-50K	46-50K	50-59K
Fundraising & Resource Development					
Chief Development Officer/VP Dev	<95K	111-120K	101-110K	101-110K	161-170K
Director of Development	<70K	91-100K	91-100K	81-90K	131-140K
Director of Major Gifts	NA	111-120K	91-100K	161-170K	141-150K
Director of Foundation/Corporate Relations	NA	81-90K	91-100K	121-130K	121-130K
Director Advocacy/Gov Relations	NA	<90K	91-100K	101-110K	91-100K
Director of Special Events	91-100K	71-80K	61-70K	71-80K	71-80K
Grants Writer	<60K	61-70K	61-70K	61-70K	61-70K
Development Associate	51-60K	51-60K	51-60K	61-70K	<50K

MIDWEST (CONTINUED)

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
MARKETING & PUBLIC RELATIONS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CMO/VP Marketing/Communications	>220K	151-160K	101-110K	>220K	111-120K
Director Marketing/Communications	<80K	101-110K	<80K	121-130K	131-140K
Marketing Manager	51-60K	61-70K	71-80K	71-80K	71-80K
Social Media Professional	<50K	51-60K	61-70K	>90K	51-60K
Marketing Associate	41-50K	41-50K	61-70K	51-60K	51-60K
PROGRAMS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Programs Officer/VP Program	<90K	101-110K	121-130K	141-150K	141-150K
Director of Programs	<80K	81-90K	101-110K	141-150K	101-110K
Program Associate	<50K	61-70K	<50K	61-70K	71-80K
Program Coordinator	<40K	51-60K	41-50K	51-60K	51-60K
HUMAN RESOURCES/TALENT MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Chief Human Resources Officer	81-90K	101-110K	101-110K	141-150K	81-90K
Director Of HR/Talent Management	<80K	91-100K	91-100K	111-120K	131-140K
HR Manager	<85K	<85K	<85K	86-95K	86-95K
Benefits Manager	61-70K	61-70K	61-70K	71-80K	61-70K
HR Associate	<40K	51-60K	51-60K	41-50K	51-60K
MEMBERSHIP & MEETINGS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Director of Membership	<80K	101-110K	81-90K	>140K	>140K
Membership Manager	<60K	<60K	<60K	71-80K	71-80K
VP/Director of Meetings	111-120K	121-130K	121-130K	121-130K	121-130K
Meeting Planner	<50K	51-60K	51-60K	51-60K	51-60K
IT & Database Mangement	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CTO/CIO/VP	<90K	111-120K	171-180K	161-160K	131-140K
Director Of IT	106-115K	116-125K	96-105K	146-155K	106-115K
Network Administrator	<60K	61-70K	71-80K	71-80K	71-80K
Database Manager	<60K	61-70K	61-70K	81-90K	71-80K
Website Manager	<45K	66-75K	66-75K	56-65K	66-75K
ADMINISTRATION & SUPPORT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Executive Assistant	51-60K	<50K	51-60K	61-70K	71-80K
Administrative Assistant	41-50K	41-50K	41-50K	41-50K	41-50K
Office Manager	<50K	51-60K	<50K	51-60K	<50K
Receptionist	36-45K	36-45K	36-45K	36-45K	36-45K

SOUTH

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
SENIOR MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CEO/President	<120K	151-60K	241-250K	131-140K	201-210K
Executive Director	<120K	<120K	151-160K	151-160K	121-130K
Chief Operating Officer	<100K	111-120K	161-170K	161-170K	121-130K
Chief Staff/Deputy Director	NA	101-110K	101-110K	101-110K	131-140K
FINANCE	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CFO/VP Finance	<100K	111-120K	151-160K	101-110K	171-180K
Director of Finance	<70K	71-80K	101-110K	101-100K	171-180K
Controller	61-70K	101-110K	131-140K	131-140K	121-130K
Staff Accountant	NA	51-60K	51-60K	51-60K	71-80K
Bookkeeper	<45K	61-70K	51-60K	51-60K	<45K
FUNDRAISING & RESOURCE DEVELOPMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Development Officer/VP Dev	<95K	101-110K	131-100K	101-110K	131-140K
Director of Development	81-90K	71-80K	91-100K	201-210K	101-110K
Director of Major Gifts	NA	71-80K	111-120K	71-80K	101-110K
Director of Foundation/Corporate Relations	NA	81-90K	131-140K	131-140K	101-110K
Director Advocacy/Gov Relations	NA	121-130K	121-130K	121-130K	101-110K
Director of Special Events	61-70K	61-70K	61-70K	91-100K	91-100K
Grants Writer	<60K	<60K	101-110K	101-110K	101-110K
Development Associate	<50K	<50K	61-70K	51-60K	>80K
MARKETING & PUBLIC RELATIONS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CMO/VP Marketing/Communications	NA	NA	111-120K	171-180K	171-180K
Director Marketing/Communications	<80K	<80K	111-120K	91-100K	131-140K
Marketing Manager	NA	51-60K	51-60K	51-60K	71-80K
Social Media Professional	<50K	61-70K	60-69K	51-60K	71-80K
Marketing Associate	NA	51-60K	51-60K	51-60K	41-50K
PROGRAMS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Programs Officer/VP Program	121-130K	<90K	201-210K	201-210K	101-110K
Director of Programs	<80K	<80K	<80K	<80K	<80K
Program Associate	<50K	51-60K	<50K	<50K	51-60K
Program Coordinator	<40K	41-50K	51-60K	51-60K	41-50K
HUMAN RESOURCES/TALENT MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Chief Human Resources Officer	NA	91-100K	111-120K	111-120K	>140K
Director of HR/Talent Management	81-90K	<80K	91-100K	131-140K	111-120K
HR Manager	<85K	<85K	<85K	81-90K	101-105K
Benefits Manager	NA	NA	51-60K	51-60K	81-90K
HR Associate	NA	41-50K	41-50K	41-50K	41-50K

SOUTH (CONTINUED)

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
MEMBERSHIP & MEETINGS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Director of Membership	NA	91-100K	111-120K	111-120K	>140K
Membership Manager	NA	<60K	56-65K	56-65K	>100K
VP/Director of Meetings	NA	NA	91-100K	111-120K	>140K
Meeting Planner	<50K	51-60K	51-60K	51-60K	51-60K
IT & DATABASE MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CTO/CIO/VP	NA	191-200K	191-200K	191-200K	>210K
Director of IT	>75K	>75K	106-115K	>75K	146-155K
Network Administrator	NA	<60K	<60K	<60K	<120K
Database Manager	NA	61-70K	91-100K	<60K	1>00K
Website Manager	<45K	46-55K	56-65K	66-75K	106-115K
ADMINISTRATION & SUPPORT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Executive Assistant	<50K	<50K	51-60K	51-60K	71-80K
Administrative Assistant	<40K	<40K	41-50K	41-50K	61-70K
Office Manager	NA	<50K	51-60K	51-60K	61-70K
Receptionist	<35K	36-45K	46-55K	46-55K	36-45K

NORTHEAST

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
SENIOR MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CEO/President	<120K	201-210K	291-300K	>450K	>450K
Executive Director	<120K	<120K	241-250K	231-240K	241-250K
Chief Operating Officer	<100K	151-160K	201-210K	201-210K	>280K
Chief Staff/Deputy Director	<100K	101-110K	151-160K	131-140K	>210K
FINANCE	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CFO/VP Finance	<100K	141-150K	201-210K	221-230K	>310K
Director of Finance	71-80K	101-110K	101-110K	101-110K	151-160K
Controller	101-110K	101-110K	81-90K	131-140K	151-160K
Staff Accountant	51-60K	71-80K	61-70K	71-80K	71-80K
Bookkeeper	<45K	51-60K	51-60K	51-60K	51-60K
FUNDRAISING & RESOURCE DEVELOPMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Development Officer/VP Dev	96-100K	151-160K	151-160K	>310K	>310K
Director of Development	<70K	101-110K	101-110K	121-130K	131-140K
Director of Major Gifts	101-110K	101-110K	121-130K	171-180K	121-130K
Director of Foundation/Corporate Relations	NA	71-80K	121-130K	131-140K	151-160K
Director Advocacy/Gov Relations	91-100K	91-100K	>150K	>150K	141-150K
Director of Special Events	61-70K	91-100K	>100K	>100K	>100K
Grants Writer	<60K	61-70K	91-100K	61-70K	71-80K
Development Associate	51-60K	51-60K	61-70K	51-60K	51-60K

NORTHEAST (CONTINUED)

POSITIONS	BUDGET SIZES AND 2024 MEDIAN SALARY RANGES				
MARKETING & PUBLIC RELATIONS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CMO/VP Marketing/Communications	101-110K	121-130K	171-180K	>220K	>220K
Director Marketing/Communications	>80K	101-110K	>140K	>140K	121-130K
Marketing Manager	51-60K	61-70K	81-90K	71-80K	61-70K
Social Media Professional	<50K	<50K	51-60K	81-90K	61-70K
Marketing Associate	41-50K	61-70K	51-60K	51-60K	61-70K
PROGRAMS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Chief Programs Officer/VP Program	121-130K	131-140K	171-180K	181-190K	>270K
Director of Programs	<80K	91-100K	101-110K	101-110K	>150K
Program Associate	<50K	51-60K	51-60K	>80K	71-80K
Program Coordinator	41-50K	51-60K	51-60K	51-60K	51-60K
HUMAN RESOURCES/TALENT MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Chief Human Resources Officer	NA	121-130K	171-180K	>210K	>210K
Director of HR/Talent Management	81-90K	101-110K	>150K	>150K	>150K
HR Manager	<85K	<85K	86-95K	<85K	86-95K
Benefits Manager	71-80K	71-80K	>90K	71-80K	>90K
HR Associate	41-50K	51-60K	51-60K	51-60K	51-60K
MEMBERSHIP & MEETINGS	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
VP/Director of Membership	<80K	101-110K	121-130K	>140K	81-90K
Membership Manager	81-90K	71-80K	91-100K	61-70K	61-70K
VP/Director of Meetings	>140K	101-110K	121-130K	>140K	91-100K
Meeting Planner	NA	61-70K	51-60K	>80K	51-60K
IT & DATABASE MANAGEMENT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
CTO/CIO/VP	NA	131-140K	<90K	>210K	>210K
Director of IT	96-105K	96-105K	106-115K	116-125K	146-155K
Network Administrator	<60K	61-70K	101-110K	81-90K	1>00K
Database Manager	1>00K	71-80K	81-90K	91-100K	1>00K
Website Manager	<45K	66-75K	56-65K	86-95K	86-95K
ADMINISTRATION & SUPPORT	UNDER \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Executive Assistant	51-60K	71-80K	>80K	>80K	>80K
Administrative Assistant	<40K	41-50K	51-60K	51-60K	51-60K
Office Manager	51-60K	51-60K	>70K	61-70K	61-70K
Receptionist	46-55K	36-45K	46-55K	36-45K	36-45K



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ABOUT THE SURVEY AND REPORT

This report provides you with information on salaries in nonprofit organizations in the Fall of 2024 for 46 key positions in 5 operating budget categories. The numbers are for salaries only; we did not include benefits or bonuses. Median salary ranges are noted for each position.

HOW TO USE THIS REPORT

The salary ranges are intended to be used as guidelines to assist decision-makers in organizations making informed compensation decisions in an unusually fluid and highly competitive arena.

If your organization is paying below the salary range for a position in your organization's budget category, it means that most organizations are paying a higher salary for a similar position, putting you at risk in recruiting and retaining the quality of staff you want and need. To the extent that you can, it is more advantageous to lean to the higher side of the salary range when making an offer to hire talent you wish to bring onboard.

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