

Hiring and Onboarding Strategies for Nonprofits

Hiring and retaining employees remains a cornerstone of nonprofit success. In today's dynamic workforce landscape, nonprofit leaders must evolve their recruitment and onboarding strategies to stay competitive, inclusive, and mission-aligned. Here are four critical areas to focus on:

Understand Strategic Recruiting Essentials

Your employer brand is your first impression. Candidates increasingly seek alignment with organizational values and mission. To attract top talent:

- **Align roles with strategic goals:** Hiring candidates whose roles support broader organizational objectives enhances workforce effectiveness
- **Embrace flexibility:** Hybrid and remote work options are now standard expectations. Nonprofits that offer flexible arrangements can expand their talent pool and boost employee satisfaction.
- **Use AI-powered tools:** Automation platforms automate resume screening, reference checks, and interview scheduling—saving time and reducing costs.
- **Focus on transferable skills:** Shift from traditional credentials to skill-based hiring. This broadens candidate diversity and fosters innovation

Foster a Diverse and Inclusive Workplace Culture

Diversity and inclusion are no longer optional—they're essential for retention and impact.

- **Culture Add vs. Culture Fit:** Seek candidates who bring new perspectives rather than mirror existing ones.
- **Bias-free recruitment:** Use inclusive language in job ads and conduct bias reviews of hiring practices.
- **Retention through inclusion:** Establish mentorship programs, recognize contributions, and maintain pay equity to ensure diverse hires thrive.

Build an Engaging and Comprehensive Onboarding Plan

Onboarding is more than paperwork—it's about creating connection and purpose.

- **Pre-boarding matters:** Send welcome emails and complete necessary paperwork before day one to build excitement.
- **Mission alignment:** Tie each role to the organization's impact to foster buy-in and engagement.
- **Structured onboarding:** Include role-specific training, goal setting, and regular check-ins. Ensure remote employees are actively included.
- **Team integration:** Schedule virtual or in-person team-building activities to build camaraderie and reduce burnout.

Reduce Unemployment Costs Through Smarter Hiring

Effective hiring and retention strategies directly impact your organization's unemployment costs.

- **Lower turnover = Lower costs:** Selecting qualified candidates who align with your culture reduces turnover and training expenses.
- **Reimbursing option benefits:** Nonprofits can opt out of state UI taxes. Great American offers cost-effective alternatives that support your mission.
- **Support services:** Access HR compliance tools, re-employment services, and professional claims administrators to manage risk and reduce claims

Learn how our Unemployment program can help save you money!



<https://www.oneoc.org/training-calendar/employment-law-updates-for-nonprofits>
<https://careerblazersnonprofitsearch.com/2025-nonprofit-compensation-practices-and-benchmarking-report-highlights-pay-and-the-impact-of-post-pandemic-changes-on-nonprofit-employers-and-employees/>
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<https://nonprofitresourcehub.org/navigating-hiring-compensation-succession-planning-and-employee-retention-trends-in-nonprofits-for-2025/>
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