

# ARIZONA NONPROFITS: ECONOMIC POWER, POSITIVE IMPACT

## Social Media & Marketing Kit for Nonprofits

### Welcome

Thank you for your interest in sharing the compelling and inspiring story of **Arizona Nonprofits: Economic Power, Positive Impact**. The findings of this report have the potential to dramatically shift Arizonans' perceptions of the nonprofit sector, reinvigorating their interest in serving as volunteers, partners, leaders and supporters. The findings can also help boost the nonprofit sector's significance and participation in business, economic development and policy decisions that impact our communities and our entire state.

### About the report

This report describes the results of research undertaken to answer a deceptively simple question: *What is the economic impact of Arizona's nonprofit sector?*

The research estimates in economic terms the incredible contribution that Arizona's large and diverse nonprofit sector makes to everyday life and to the continuing prosperity of our state. Drawing from multiple sources of data for 2014, including primary survey data and financial data supplied by the Arizona Department of Revenue, it presents one of the most extensive pictures of Arizona's nonprofit sector to date.

This research was conducted by the L. William Seidman Research Institute of the W. P. Carey School of Business at Arizona State University, in partnership and on behalf of the Alliance of Arizona Nonprofits, ASU Lodestar Center for Philanthropy and Nonprofit Innovation, and The Phoenix Philanthropy Group. Funding was provided by the Arizona Community Foundation, Maricopa County Industrial Development Authority and APS.

### Tools to tell our story

This toolkit contains social media posts, sample content for newsletters and talking points for leaders of your organization to share within their networks. This toolkit is about telling the story of the nonprofit sector—not just as agent of positive social change, but also as a powerful economic driver of the state.

- Pre-written posts for various social media channels
- Images pre-sized and formatted for easy sharing on Facebook and Twitter
- Additional resources

## Tools and Resources

Below are a sample article for your organization's newsletter and a concise list of key messages for leaders and board members to share when discussing the report. Following this section are sample social media posts for Facebook, LinkedIn and Twitter in three categories: Key Findings, Revenue, and Regional Data.

## Key Messages

- **Arizona nonprofits add tremendous value to our economy beyond their social impact**
- **The nonprofit sector is a powerful economic driver and job creator in Arizona**
- **Arizona nonprofits have added jobs and increased wages from 2009-2014**
- **Nonprofits experiment and innovate, finding solutions to pressing social problems**
- **The sector is more than homeless shelters and food banks; it includes hospitals, churches, community centers, sports clubs and hobbyist groups**

## Sample newsletter article

If your organization regularly distributes a newsletter to donors by mail or email, consider adding a story about this report and its findings. Use any of the attached graphics as supporting artwork, and include quotes from your own leaders and Board members.

### **[headline of your choosing]**

A new report, *Arizona Nonprofits: Economic Power, Positive Impact*, shows that nonprofit organizations like ours are a significant contributor to the state economy. As a sector, nonprofits are responsible for 8% of Gross State Product, the state's fifth largest employer and a major stimulator of economic activity.

Nonprofit organizations are directly responsible for \$7.7 billion in wages and \$10.4 billion in economic activity. They are indirectly responsible for an additional \$6.3 billion in wages and \$12 billion in economic activity through the businesses they patronize and associated job creation as well as the purchasing power of their employees.

The more than 21,000 nonprofit organizations across the state serve a diverse array of needs, including health and human services, the environment, animal welfare, the arts, education and community development. We are proud to be one of the nonprofit organizations that serve our state, and we are proud to be one that has earned your trust and your support.

Download your copy at [www.AZNonprofitImpact.org](http://www.AZNonprofitImpact.org).

## Economic Impact - Key findings

Share key findings about the economic impact of Arizona's nonprofit sector with your audiences on social media platforms like Facebook, Twitter and LinkedIn. Use these pre-written posts as written, or use them as a starting point for your own ideas.

Your posts can either link directly to [www.AZNonprofitImpact.org](http://www.AZNonprofitImpact.org), or you can share your post with one of the graphics below. If you choose to use a graphic, make sure to refer users to [AZNonprofitImpact.org](http://AZNonprofitImpact.org) within the text of your status update.

### Sample Facebook/LinkedIn Posts

- A new study shows the dramatic and significant economic impact of Arizona's nonprofit sector on the state. Read more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- What is the economic impact of Arizona's nonprofit sector? It's a complex question with surprising answers. Learn more from this recent report at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- The Arizona economy would falter without the strength and diversity of its nonprofit sector, which employs more than 166,000 Arizonans and stimulates more than \$22 billion in economic activity. Find the facts at [AZNonprofitImpact.org](http://AZNonprofitImpact.org).
- The nonprofit sector is Arizona's fifth-largest private employer in the state – employing more people than the construction, manufacturing, agriculture and mining industries. Read this and more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- Arizona's nonprofit sector generates nearly as much revenue as the construction sector while employing nearly 40,000 more people. Find these and other amazing facts in this report on the economic impact of nonprofits at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- Nonprofits employ 167,000 people and add billions to our economy with their wages, which employees then spend at local businesses. The net effect is more than \$22 billion added to the Arizona economy. Read more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!

### Sample Tweets

- #Nonprofit orgs in #AZ are responsible for 8% of GSP. Find out more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- #Nonprofit sector is the fifth largest employer in #AZ! [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- New report shows AZ #nonprofits employ more than ag, construction and mining. Find out more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- New study at [AZNonprofitImpact.org](http://AZNonprofitImpact.org) shows #nonprofits are an economic boon to #AZ!
- Through wages, stimulating commercial activity, taxes and investment income, #nonprofits add billions to the #AZ economy! [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- Through wages, stimulating commercial activity, taxes and more, #nonprofits add billions to the #AZ economy! [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- New study shows amazing facts/figures about the impact of #nonprofits on #AZ economy: [AZNonprofitImpact.org](http://AZNonprofitImpact.org)

## Economic Impact – Revenue

Pair the facts below with the Revenue graphic attached with this toolkit. Modify the language to make it more personal, but be sure your statement still aligns with the report’s findings.

### Sample Facebook/LinkedIn Posts

- Did you know nonprofits are responsible for 8% of Arizona’s Gross State Product? It’s true! Find out more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org).
- Beyond providing social services, arts experiences and animal welfare, nonprofits in Arizona add value with their revenue. In 2014, the state’s nonprofits generated \$28 billion in revenue, on par with the revenue generated by the construction sector. [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- The nonprofit sector in Arizona has a direct impact on the economy – more than \$18.1 billion – but its indirect economic impact is just as great. Learn more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org).
- According to a recent report, there are more than 21,000 nonprofit organizations in Arizona, collectively generating \$22.4 billion in economic activity. [AZNonprofitImpact.org](http://AZNonprofitImpact.org)

### Sample Tweets

- #AZ nonprofits add value to our state, economy. Learn just how much at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- Indirect economic impact of AZ #nonprofits is even greater than its direct impact! See the numbers at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- 21,000 #nonprofits add \$22.4 billion to #AZ economy in 2014. These are the numbers from [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- #Nonprofit orgs are a powerful economic driver for #AZ, even more than we realized. Read more: [AZNonprofitImpact.org](http://AZNonprofitImpact.org).

## Economic Impact – Jobs

Pair the facts below with the “We’re Hiring” graphic attached with this toolkit. Or, simply write a post of your own and link to the report at [AZNonprofitImpact.org](http://AZNonprofitImpact.org). Modify the language to make the message your own, but be sure your statement still aligns with the report’s findings.

### Sample Facebook/LinkedIn Posts

- According to a recently released report, the nonprofit sector is Arizona’s fifth-largest job creator – employing more than 166,000 people. Find out more at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)!
- The nonprofit sector in Arizona employs more than 166,000 people – that’s more than the construction, agriculture and mining industries combined! See the numbers for yourself at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- Nonprofits are one of Arizona’s major employers. One in every 16 working Arizonans is putting his or her talents to work for a nonprofit organization! [AZNonprofitImpact.org](http://AZNonprofitImpact.org)

- Nonprofit organizations in Arizona are responsible for more than 166,000 jobs and \$14 billion in labor income to Arizona families. Find the facts at [AZNonprofitImpact.org](http://AZNonprofitImpact.org).
- Between 2009 and 2014, the Arizona nonprofit sector added nearly 18,000 jobs, increasing the sector's size by 12%. [AZNonprofitImpact.org](http://AZNonprofitImpact.org)
- The Arizona nonprofit sector is growing – adding 18,000 jobs over the last five years – but wages are also increasing! See the numbers at [AZNonprofitImpact.org](http://AZNonprofitImpact.org)

### Sample Tweets

- Fun fact: 1 in 16 Arizonans works for a #nonprofit. Read more at: [AZNonprofitImpact.org](http://AZNonprofitImpact.org) #jobs
- If you could guess how many people work for #nonprofit orgs in Arizona, would you guess more than 166,000? [AZNonprofitImpact.org](http://AZNonprofitImpact.org) #jobs
- Nonprofit orgs employ more than 166,000 in #AZ and pay out more than \$7.5 billion in wages. [AZNonprofitImpact.org](http://AZNonprofitImpact.org) #jobs
- #AZ nonprofit sector added 18,000 jobs and saw wages increase 12.7% from 2009-2014. More at [AZNonprofitImpact.org](http://AZNonprofitImpact.org) #jobs

### Regional Data

The following facts and figures provide information about the size of the nonprofit sector for unique geographic regions of the state. Adapt them to Facebook posts and Tweets, referring users to the full report at [www.AZNonprofitImpact.org](http://www.AZNonprofitImpact.org).

- A new report shows there are more than 12,000 nonprofit organizations working here in the Valley of the Sun to serve our residents and make our home an even better place to live!
- A new report shows there are more than 1,700 nonprofit organizations working here in Northern Arizona to serve our residents and make our home an even better place to live!
  - This figure combines the total registered nonprofits by county (pg. 12) for Mojave, Coconino, Navajo, Apache and Yavapai counties.
- A new report shows there are more than 3,750 nonprofit organizations working here in Pima County to serve our residents and make our home an even better place to live!
- A new report shows there are nearly 500 nonprofit organizations working here in Southwest Arizona to serve our community's residents and make our home an even better place to live!
  - This figure combines the total registered nonprofits by county (pg. 12) for Yuma and La Paz counties.
- A new report shows there are more than 1,800 nonprofit organizations working here in Southeast Arizona to serve our residents and make our home an even better place to live!
  - This figure combines the total registered nonprofits by county (pg. 12) for Santa Cruz, Cochise, Pinal, Graham, Greenlee and Gila counties.
- It's not just the big cities that have robust and diverse nonprofit organizations serving them! A new report shows nonprofits in rural areas employed more than 60,000 Arizonans.

## Compelling Quotes

The report features quotes from some of Arizona's most prominent leaders in the business, government and nonprofit sectors, and quotes can be enticing tidbits for social media users. To share the report with these quotes, share the link to [www.AZNonprofitImpact.org](http://www.AZNonprofitImpact.org) and use the following quotes as the status update, or pair the attached quote graphics with any of the statuses/tweets in the toolkit.

- "Arizona nonprofits are a significant economic force and a major employer in the state." - Steve Seleznow, Arizona Community Foundation President & CEO
- "Thinking differently, with an eye toward innovation, about Arizona's nonprofit organizations is essential." - Neil Giuliano, Greater Phoenix Leadership President & CEO
- "Nonprofit organizations in Arizona are an important part of our growing economy. They contribute to our state's economic growth with the services they provide and the people they employ." - Jonathan Rothschild, Mayor of Tucson
- "As an organization that is deeply committed to supporting business growth, diversity and the creation of meaningful, well-paying jobs, we know first-hand that nonprofits, whether large or small, provide substantive career opportunities that stimulate our state's economic health and prosperity." - *Gonzalo de la Melena, Jr.*, Arizona Hispanic Chamber of Commerce President & CEO
- "The substantial boost that the nonprofit sector gives to our state in terms of civic leadership, revenue generation, and business best practices makes it a sector to take seriously." - Cathy Ryan, W.L. Gore & Associates, Inc. Supply Chain Operations Leader

## Access the Kit & Creative Assets

Download this document as a PDF along with a zipped folder containing pre-sized, formatted images for use in social media at [www.azfoundation.org/ImpactToolkit](http://www.azfoundation.org/ImpactToolkit).