



Nonprofit Talent Report 2025

Recruiting and workforce learning trends



The world of work is constantly changing. To help global leaders position their organizations for success, LinkedIn releases its [Future of Recruiting](#) and [Workplace Learning](#) annual reports, which highlight talent and career development insights informed by LinkedIn data and surveys. While all talent professionals can benefit from these two resources, every industry faces unique challenges – and the nonprofit sector is no exception.

As mission-driven organizations, nonprofits have specific hiring and workforce development needs that they must juggle with limited resources and budgets. To help support nonprofit talent professionals as they navigate this complex reality, LinkedIn created the Nonprofit Talent Report 2025, which spotlights recruiting and workplace learning trends specific to the nonprofit industry. Read on for four key insights.

1. Optimizing recruitment processes is a leading priority for nonprofit talent acquisition (TA) professionals.

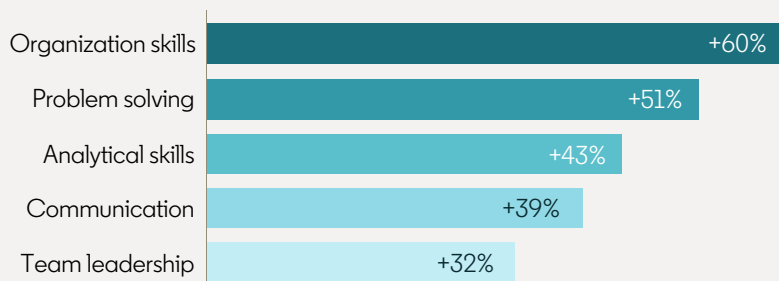
Top fastest-growing skills

Nonprofit TA professionals, 2023 to 2024

Hard skills



Soft skills



Hard skills like project management, onboarding, and applicant tracking systems are on the rise among nonprofit TA professionals, indicating that **effective management of recruitment projects – from sourcing to onboarding – is crucial in the sector.**

These hard skills can help nonprofit TA professionals streamline operations, improve the candidate experience, and leverage technology for increased efficiency throughout the recruitment cycle. As nonprofit teams look for new solutions to streamline processes, investing in the right tools and embracing AI can help.

Generative AI (GAI) tools, including those found within [LinkedIn Recruiter](#), can assist with repetitive tasks freeing up time for nonprofit TA professionals to utilize soft skills and focus on human-centric duties like interviewing, screening, and administering skills assessments, which can enhance the overall candidate experience.

“We don’t rely on the use of templates — we want our outreach to be customized. The AI tools that LinkedIn has rolled out... have been incredible and time-saving.”



[Jessica Morton](#)
Vice President of People
Teach For America

2. As nonprofit TA and L&D professionals embrace new technology, both hard and human-centric skills are critical for success.

Nonprofit L&D and TA professionals are leaning into the power of technology, particularly HR systems and recruitment tools, to optimize their processes. As they leverage these new tools, hard skills like building and delivering presentations, data analysis, and operations management are increasingly important for everyday tasks.

The rise of data analysis as a top skill, in particular, signals the increasing need for both nonprofit L&D and TA professionals to analyze metrics – such as employee performance, program effectiveness, and recruitment efficiency – to optimize outcomes.

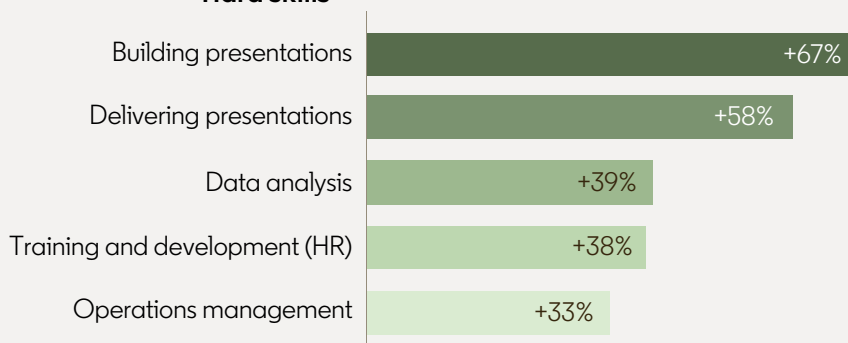
Additionally, there is a growing focus among nonprofit L&D and TA professionals on soft skills like interpersonal skills, critical thinking, and relationship-building.

In addition to being crucial to navigating the complexities of L&D and TA, [soft skills can also help nonprofit talent professionals build resilient careers](#) as AI's role in the workplace evolves.

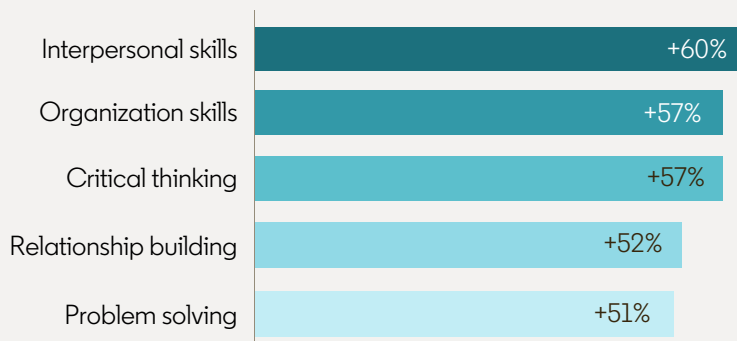
Top fastest-growing skills

Both nonprofit TA and L&D professionals, 2023 to 2024

Hard skills



Soft skills



3. Demand for AI talent in the nonprofit sector outpaces supply.



2.6x

There was a increase in the number of nonprofit paid jobs posts on LinkedIn mentioning AI and GAI between Oct. 2022 and Sept. 2024.

As nonprofits adapt in a world of complex socioeconomic landscapes and changing technologies, they're seeking employees who have certain skills — including AI skills — to boost their workforce.

Between Oct. 2022 and Sept. 2024, **the number of nonprofit paid jobs posts on LinkedIn mentioning AI and GAI increased by 2.6x – but the share of AI talent in the nonprofit industry only increased by 2.0x.** As nonprofits look to expand the number of AI-skilled employees in their workforce, there are multiple TA and learning and development (L&D) strategies that can help them reach their goals.

In addition to leveraging AI tools to enhance talent searches, **nonprofits can invest in existing employees through learning and development programs to equip them with AI skills.** LinkedIn Learning has over +24k courses across business, creative and technical topics – [including GAI](#) – that nonprofit organizations can leverage to upskill their teams.

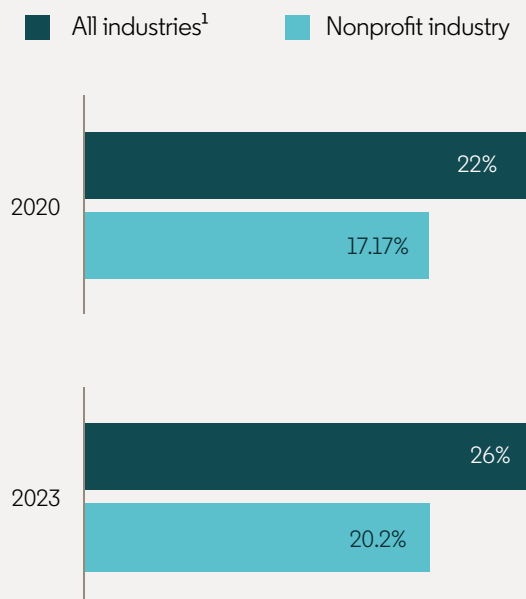
4. Nonprofits are slowly but surely adopting a skills-based approach to hiring talent.

Skills-based hiring – the practice of hiring based on candidates’ skills, rather than their degrees or their job history – is an [increasingly common approach](#) across many industries, including the nonprofit sector.

From 2020 to 2023, the number of nonprofit paid job posts on LinkedIn that did not require a degree increased by +14%. This lift is just slightly behind the +16% increase across all industries, suggesting nonprofits are adopting a skills-based talent approach at a slightly slower pace.

While effective, skills-based hiring can be a labor intensive process, but [AI tools and features](#) can help free up time to devote to this work. Among TA professionals across all industries already integrating or experimenting with GAI, 35% say the time saved by GAI goes towards candidate screening, while 26% say they use the time saved to focus on skill assessments.¹

Paid job posts on LinkedIn that do not require a professional degree



“I predict more nonprofits will embrace skills-based hiring because the data shows it is by far the most effective hiring practice.... We’ll see a nonprofit space that is more efficient, more diverse, and more innovative.”



[Sorbriqué Grant](#)
President & CEO, Climb Hire

2.2%

Nonprofits with the most skills-based searches are 2.2% more likely to make a quality hire (vs. nonprofits with no skills-based searches).²



¹ Future of Recruiting and Workplace Learning Reports, 2025

² The quality of hire was measured by three key factors: candidate demand among recruiters, retention likelihood, and internal mobility for growth.

About the Nonprofit Talent Report 2025

Nonprofit Talent Report 2025 dives into nonprofit talent trends, as informed by LinkedIn survey data and platform insights from the Future of Recruiting and Workplace Learning 2025 reports. For more information on the Nonprofit Talent Report 2025 methodology, including how the information and data presented was collected and analyzed, please read the methodology and acknowledgements section of the [Future of Recruiting](#) and [Workplace Learning](#) 2025 reports.

