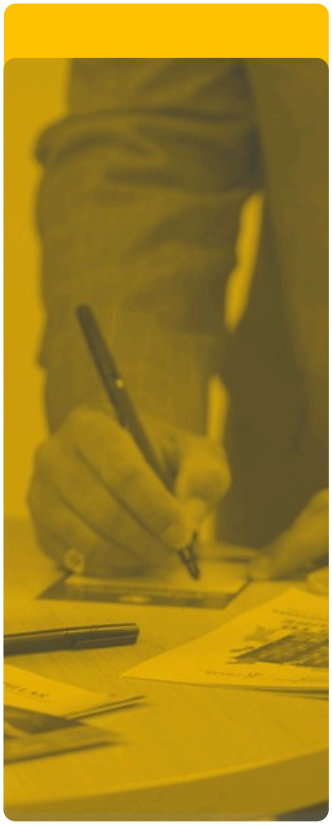
PILLAR
nonprofit network











2026
PILLAR MEMBER INSIGHTS REPORT

Listening to our members. Learning together. Looking ahead.

MEMBER EXPERIENCE & IMPACT SNAPSHOT

The 2026 Pillar Member Insights Survey reflects the voices and experiences of participating members, offering valuable insights into how they engage with Pillar, the support they value, and the challenges facing their organizations.

EXECUTIVE SUMMARY

Survey responses reflect strong satisfaction with Pillar, a positive perception of membership value, and a high likelihood of renewal.

Members value Pillar's role in sharing knowledge, providing practical resources, and connecting the nonprofit sector. The findings also point to an opportunity to increase awareness of existing benefits and make them easier to access and use.

Looking ahead, members identified strategic planning, fundraising, and financial sustainability as key organizational challenges. They expressed a preference for practical resources, focused learning opportunities, and support that responds to immediate needs. These insights will help Pillar strengthen the membership experience and inform future planning.

WHO WE HEARD FROM

A diverse group of organizations contributed to the survey.

Participating members represented a range of nonprofit focus areas, including community services, health and wellness, social services, arts and culture, children and youth, education, environment, newcomer and settlement services, poverty reduction, and other areas of community impact.

ORGANIZATION SIZE

89% **of respondents represented volunteer-run organizations or organizations with 50 or fewer paid staff.**



Volunteer-run	22%
1–10 Paid Staff	33%
11–50 Paid Staff	33%
51–100 Paid Staff	6%
More than 100 Paid Staff	6%

A STRONG MEMBER EXPERIENCE

Participating members reported a positive overall experience with Pillar.

83% **SATISFACTION**

Very or Extremely Satisfied with the support they receive from Pillar

94% **VALUE**

Said their membership provides good or somewhat good value

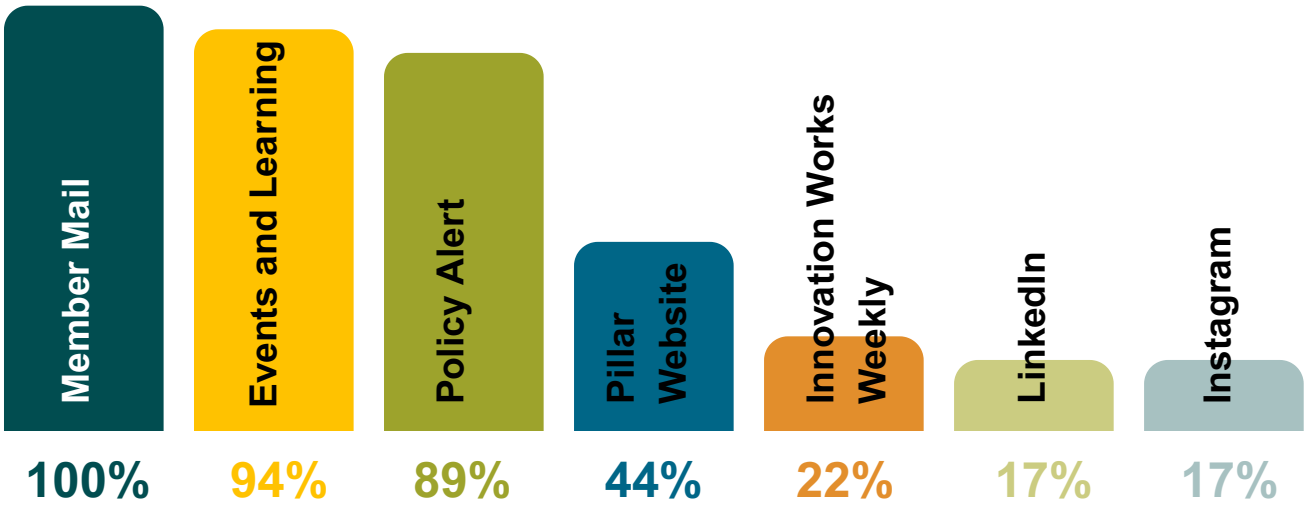
94% **RENEWAL**

Were Very Likely or Likely to renew their Pillar membership

These results suggest that Pillar has a strong foundation of member satisfaction and loyalty. The opportunity ahead is not only to maintain that experience but to help members access more of the value already available through their membership.

STAYING CONNECTED

Email remains the strongest communication channel among participating members.



83% **said the current frequency of Pillar communications is about right.**

Respondents were also confident that Pillar communications are reaching the right people within their organizations.

The findings suggest an opportunity to focus less on increasing communication volume and more on making existing communications useful, easy to navigate, and connected to member needs.

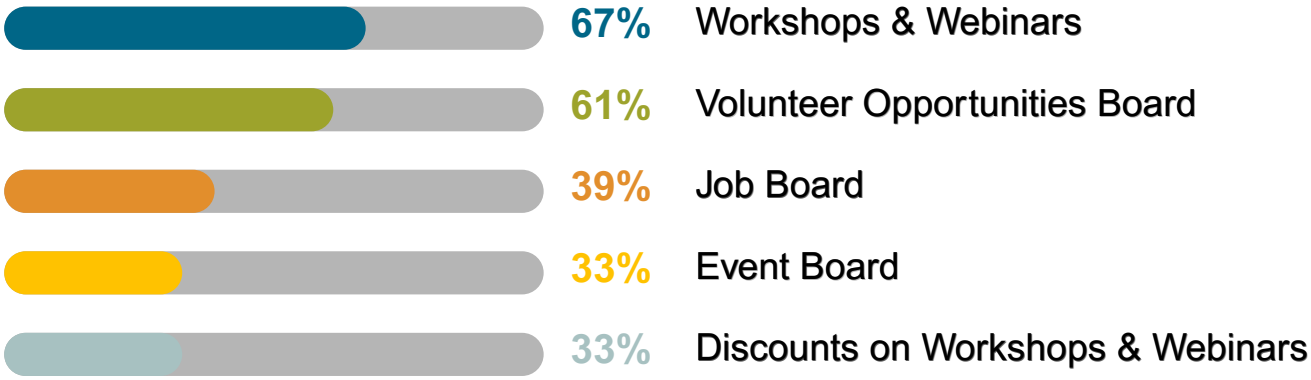
MEMBER FEEDBACK

“It would be nice to know who to email for what reason. Unsure best person to contact. Perhaps sharing a staff contact list would be helpful.”

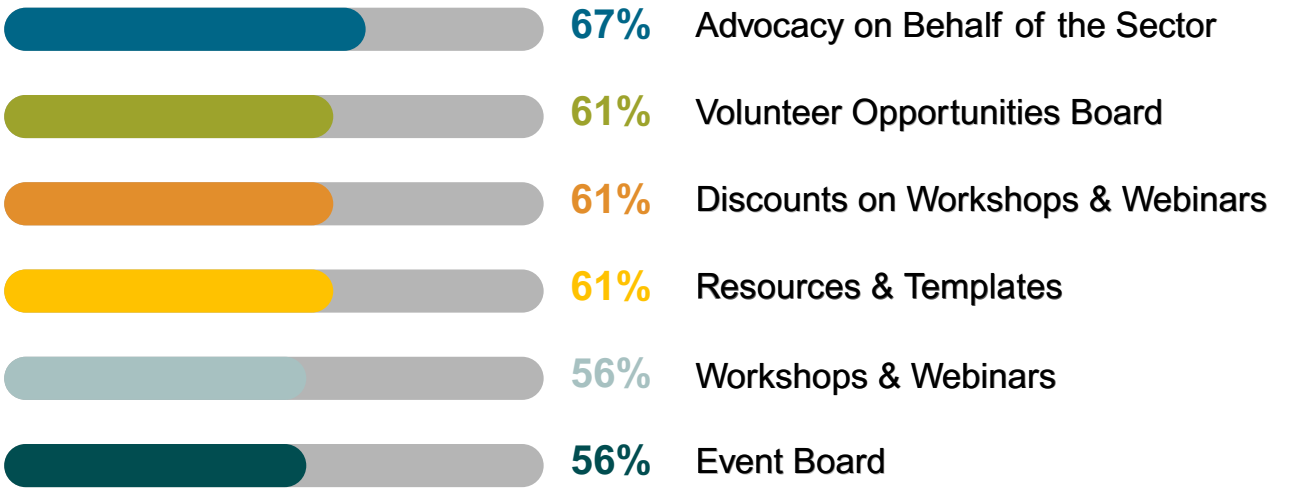
HOW MEMBERS USE AND VALUE THEIR BENEFITS

Workshops and webinars, along with the Volunteer Opportunities Board, were the most frequently used benefits among respondents. Members also placed strong value on Pillar's advocacy, practical resources, learning discounts, and opportunities to share events and volunteer positions.
These findings show that members value both direct organizational support and Pillar's broader role in strengthening the nonprofit sector.

MOST USED MEMBER BENEFITS



BENEFITS MEMBERS CONSIDER MOST VALUABLE

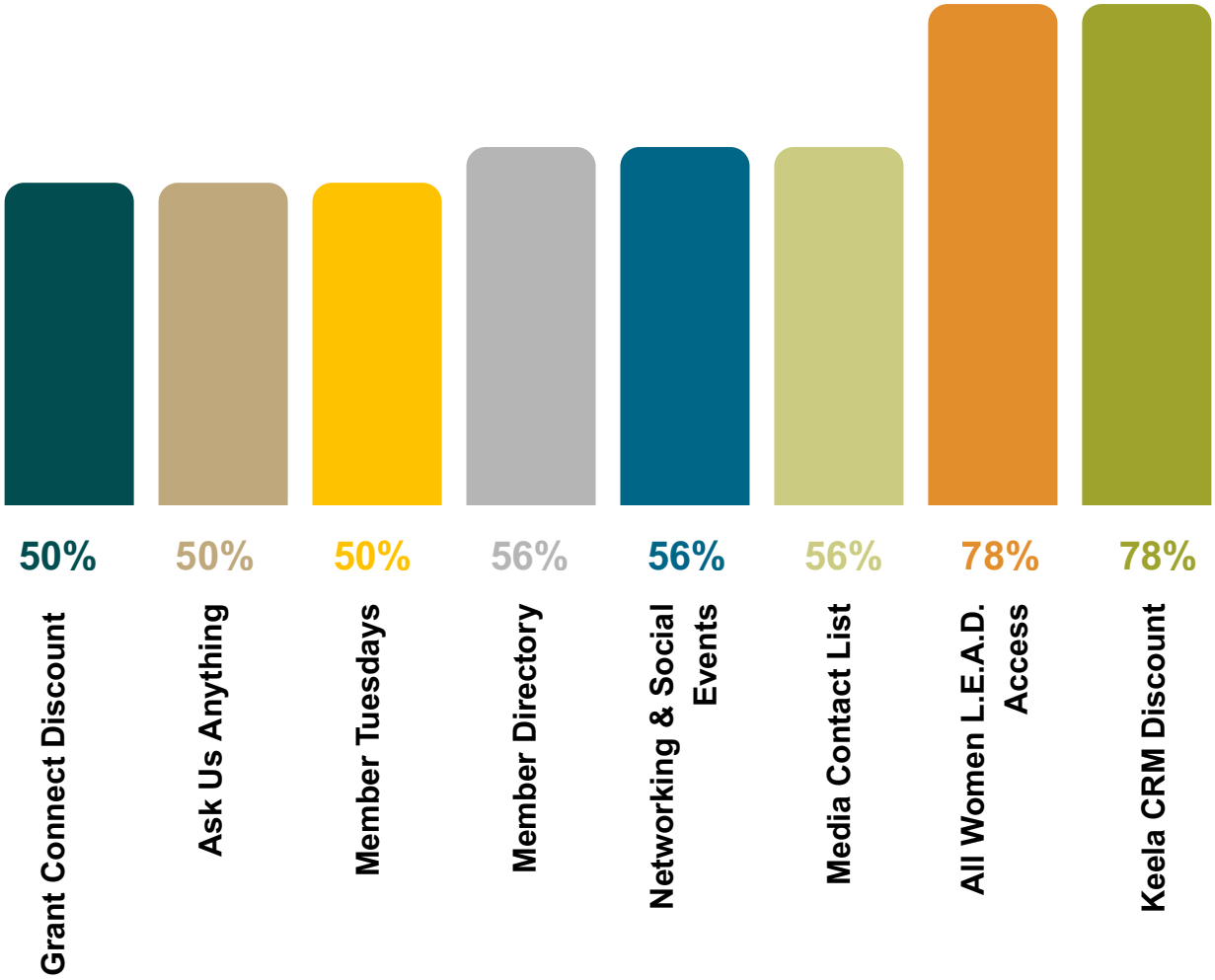


Respondents evaluated each benefit separately. Percentages do not represent portions of a single total.

WHERE MEMBER AWARENESS IS LOWEST

Awareness remains limited for several existing member benefits. The Keela CRM Discount and All Women L.E.A.D. Access had the highest proportion of respondents selecting “Not Familiar / N/A,” followed by the Media Contact List, Networking & Social Events, and the Member Directory.
This presents an opportunity to communicate these benefits more clearly, explain who they are intended for, and make access information easier to find.

AN OPPORTUNITY TO BUILD AWARENESS



Percentage of respondents who selected “Not Familiar / N/A.”

WHAT GETS IN THE WAY

MAKING THE MOST OF MEMBERSHIP

Members identified three primary barriers to using more Pillar benefits:

44%
Lack of time or capacity

33%
Not aware of all available benefits

33%
Haven't needed them yet

Only a small proportion of respondents indicated that available benefits do not meet their needs.

This suggests that limited use may be influenced more by capacity, awareness, and timing than by a lack of value in the benefits themselves.

MEMBER FEEDBACK

> **“It is good to be reminded of all the resources available.”**

> **“A one page overview with contact information yearly would make this communication more valuable.”**



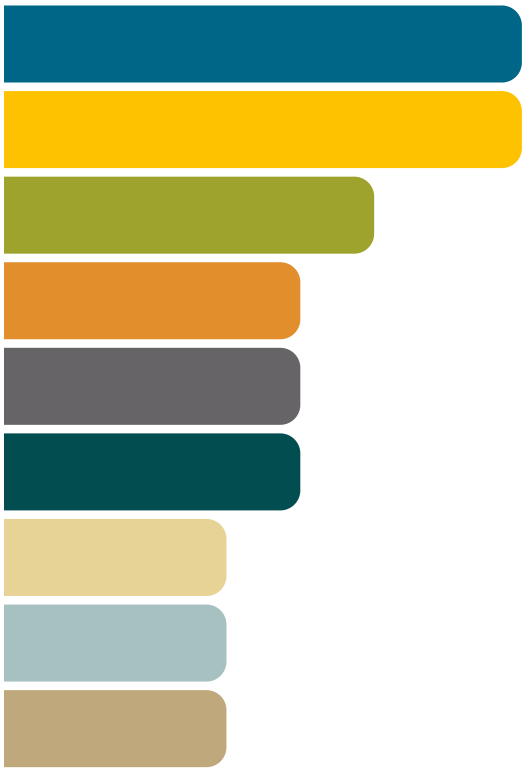
Key finding
The opportunity may not simply be to offer more, but to make existing benefits easier to discover, understand, and use.

WHAT MEMBERS NEED NEXT

ORGANIZATIONAL CHALLENGES AHEAD

Members identified several areas where their organizations may need support over the next 12–24 months.

39%	**Strategic Planning & Organizational Strategy**
39%	**Fundraising**
28%	**Financial Sustainability**
22%	**Recruitment & Retention**
22%	**Organizational Culture & Change**
22%	**AI, Technology & Digital Tools**
17%	**Board Governance & Development**
17%	**Leadership, Management & Staff Development**
17%	**Advocacy & Government Relations**



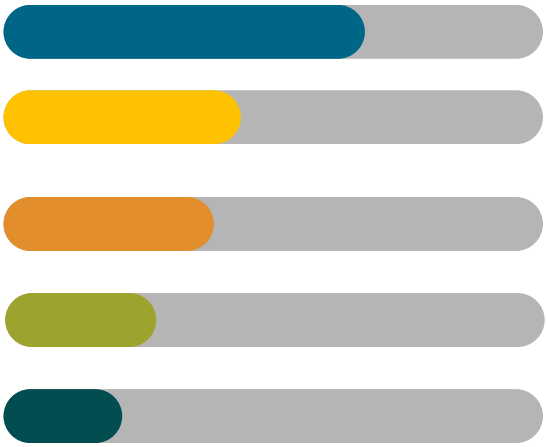
Additional needs included program evaluation, partnerships and collaboration, equity, diversity, inclusion, and belonging (EDIB), reconciliation and Indigenous engagement, and social enterprise/earned revenue.

Insight
Organizational sustainability emerged as a common thread.
Strategic planning, fundraising, financial sustainability, and organizational capacity all appear among members' anticipated needs.

HOW MEMBERS WANT TO BE SUPPORTED

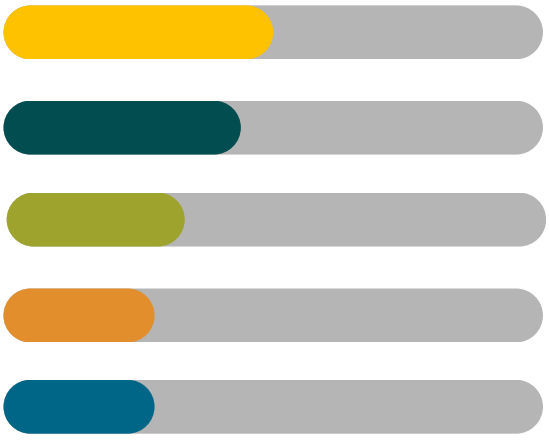
PRACTICAL SUPPORT MATTERS

When organizations face a challenge, respondents showed a clear preference for support that is practical and immediately applicable.



67%	Templates, tools & practical resources
44%	Short workshops or webinars
39%	Hands-on workshops using their organization's own issue
28%	One-on-one coaching or advice
22%	Peer learning / community of practice

WHAT WOULD MAKE LEARNING MORE ACCESSIBLE?



50%	Topics addressing an immediate challenge
44%	More online opportunities
33%	Lower registration fees
28%	More practical, hands-on learning
28%	More opportunities to learn from nonprofit leaders

Respondents could select more than one option. Percentages do not represent portions of a single total.

Insight

Members are looking for learning that is relevant, practical, accessible, and connected to the challenges they are facing now.

PILLAR nonprofit network

CONNECTING & STRENGTHENING THE SECTOR

PILLAR'S ROLE AS A CONNECTOR

Among the strategic priorities included in the survey, Share Knowledge and Resources received the strongest level of support.

94%
Share Knowledge & Resources Very or Extremely Important

89%
Operate with Excellence & Sustainability

72%
Innovate & Adapt

72%
Analyze & Advocate

Members' written feedback reinforces the importance of Pillar's role in connecting organizations, sharing knowledge, and strengthening the sector.

WHAT MEMBERS TOLD US

> **"Continue creating opportunities for nonprofits to connect, learn from one another and share ideas."**

> **"Continue offering ED/CEO networking."**

Members also encouraged Pillar to continue advocating for the nonprofit sector and bringing organizations together around shared issues.

WHAT WE HEARD

Members shared ideas for how Pillar can continue strengthening the membership experience.

BETTER ACCESS TO MEMBER BENEFITS	**Make existing benefits and resources easier to discover and understand.**
PRACTICAL RESOURCES	**Continue providing templates, tools, and free resources members can apply in their organizations.**
FUNDRAISING & SPONSORSHIP	**Continue supporting fundraising capacity and explore resources that could help organizations better understand sponsorship opportunities.**
VOLUNTEER SUPPORT	**Continue supporting volunteer recruitment and make volunteer opportunities easy for members to share.**
CONNECTION	**Continue creating spaces for nonprofit leaders and organizations to meet, learn from one another, and build relationships.**
CLEAR PATHWAYS TO SUPPORT	**Make it easier for members to know whom to contact at Pillar depending on their question or need.**

REPRESENTATIVE FEEDBACK

> **“Maybe a ‘Sponsors Directory’ that gives instructions on how to approach sponsors and a list of approachable businesses.”**

> **“Continue with sharing information and resources.”**

YOUR VOICE HELPS SHAPE WHAT COMES NEXT

The 2026 Pillar Member Insights Survey reflects a strong foundation of satisfaction, trust, and connection among participating members.

Members told us they value Pillar's role in sharing knowledge, providing practical resources, creating learning opportunities, advocating for the sector, and bringing nonprofit organizations together.

They also helped identify opportunities to strengthen the membership experience, particularly by increasing awareness of existing benefits, making resources easier to access, responding to immediate organizational challenges, and continuing to create meaningful opportunities for connection.

We have heard your feedback, and this is only the beginning of the conversation. The insights from this survey will help inform our membership communications, learning opportunities, member resources, and future planning. We will continue listening, learning, and looking for practical ways to help members get the most from their Pillar membership.

Thank you to everyone who took the time to share their experience and ideas with us.

Have more to share?

Our Member Services team welcomes your questions, ideas, and feedback throughout the year.

membership@pillarnonprofit.ca