



Montana Nonprofit Association
www.mtnonprofit.org

MNA Nonprofit Career Center

Program Case Study

The Montana Artists Refuge - MNA Member - Nonprofit Career Center User

The MNA Nonprofit Career Center is a very visible, inexpensive, and well promoted employee recruiting tool for nonprofit organizations looking to increase their reach and reduce overall expenses when filling vacancies. MNA members pay \$36 for a 45-day vacancy posting on the MNA Nonprofit Career Center.

The Dilemma

The Montana Artists Refuge needed to hire a new Executive Director, but was faced with paying thousands of dollars in classified ads in the seven daily newspapers across the state. MNA suggested they use the Nonprofit Career Center. Claudia Montagne, then Executive Director of MAR, told MNA, "We want to be able to advertise this position across the state in an effort to attract the best possible candidates, but the cost to use the daily papers was too much for our organization to bear." Claudia asked how best to use the MNA Career Center.

The Solution

MNA suggested their standard three-part strategy:

- 1. Place a small ad in the classified ads announcing the vacancy title, organization name with the URL to MAR's front page
- 2. Place a link on MAR's front page directing applicants to the full job description on the MNA Career Center
- 3. Request that all applicants use the MNA Career Center's online application process to apply for the position.

The Results

Even before the closing date for the position Claudia told MNA, "Using the MNA Career Center was a far simpler, more economical, and a much more professional process than we could have produced on our own. This system encouraged all applicants to submit their materials electronically, and enabled us to identify applications easily as they came in to our email in-boxes. Better yet, since we set the system to automatically forward applications to everyone on the hiring committee, the system allowed all members of the hiring team to have immediate access to the applicants. The MNA Career Center saved us time and money." MAR co-founder and board chair, Nancy Owens remarked, "MNA's Career Center brought us better candidates than we could have hoped for and faster than we expected, too".

The Bottom Line

By strategically using the limited dollars available, MAR was able to direct interested people to their web site where they could learn more about the organization. From there, those who wanted to apply for the position could do so by clicking a link to the MNA Nonprofit Career Center. The MAR vacancy posting received 662 job views, 21 applications, and saved money.

"MNA's Nonprofit Career Center

- brought us better candidates than we
- could have hoped for, and faster than we expected, too!"
- ~ Nancy Owens, Co-founder and Board Chair of the Montana Artists Refuge.

MNA's Nonprofit Career Center - at a glance

- * MNA members pay only \$36 for a 45 day job posting
- * Nonprofit organizations can significantly reduce advertising expenses
- * Bulk purchasing discounts are available for large organizations
- * Employers can examine Resumes before they post or advertise
- * Each new job posting generates a Job Alert to registered job seekers on the site
- * Vacancies posted on the MNA site upgrade for free to a national job board
- * Organizations can post as much or as little of the job description as they like



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