

Who is Successful Nonprofits® Podcast?

About Successful Nonprofits® Podcast

Successful Nonprofits® Podcast's (SNP) mission is to help nonprofits thrive in a competitive environment. It is hosted by Atlanta-based nonprofit consultant, Dolph Goldenburg, and is recognized as one of the top podcasts catering to nonprofit leaders. The podcast was founded in 2015 and will celebrate the release of its 300th episode in Spring 2023.

SNP is unabashedly progressive and liberal. We believe that our nonprofits and our communities are stronger when we uphold and respect the rights of women, people of color, immigrants, and those who are members of the LGBTQ+ community.

Who's Listening

Loyal listeners download the podcast from 163 countries around the world, though most are located right here in the U.S. SNP's listeners are typically affiliated with progressive organizations. While they come from a variety of positions and nonprofits, most are decision-makers (e.g.: managers, executive directors, and Board members) from mid to large-sized organizations. Listeners can find our podcast on their favorite streaming service; most download from Apple Podcasts, iTunes, and Spotify.

We are honored to have a very loyal, engaged following. Listeners regularly reach out with thoughts, questions, and recommendations. We take pride in responding to everyone who reaches out and cultivating individual relationships.

Episode Format

Each week, SNP brings listeners fresh ideas and featured conversations with thought leaders. We seek guests who have an important message to share with the nonprofit sector and are very light on self-promotion. We are proud to have best-selling authors, professors, lawyers, and accomplished nonprofit professionals every week.

The Numbers

SNP has over 410K downloads and gets an average of 10k downloads each month. Individual episodes have an average of over 700 downloads within the first month and typically reach over 1K downloads within the first 4 months.

Guests report they see an increase in website and social media traffic after their episode goes live. Many have also reported that Listeners reached out to engage their services.

Market, Market, Market

Our marketing for each SNP episode includes (a) posting on our website; (b) posting on our Facebook and LinkedIn accounts; and (c) including it in our monthly email newsletter. We also partner with our guests to make sure their episode is shared with their networks.



What does our audience say about us?

Our listeners tune in to answer the questions that keep them up at night: Am I a good manager? Is my nonprofit sustainable? Are we reaching our DEI goals? How do we increase our income? Are we serving our clients correctly? And as such, many consider SNP part of their professional development.

Packed with Value - by Captivate the Room ★★★★★

This is such a treasure trove of incredibly valuable information. Dolph is extremely knowledgeable and picks incredible guests with such care. Every episode has value and the exploration of such a wide range of topics that are all essential to non-profits is gold! If you are involved in the non-profit sector and even if you are not, do not miss this show!

Entertaining, insightful and actionable! 🔥 - JoshCrist ★★★★★

Whether you're well established as someone who can translate creative energy into the impact you want to have on the world, or just getting started as a catalyst for change - this is a must-listen podcast for you! Dolph does an incredible job leading conversations that cover a huge breadth of topics related to the ins and outs of building a thriving nonprofit and life you can be proud of - with leaders who've actually walked the path. Highly recommend listening and subscribing!

One resource not to miss! - Mary Linda Hiland ★★★★★

Dolph's insights and his guests are not-to-miss for any nonprofit leader. Easy to listen to and lots to learn. Thanks Dolph!

The BEST - EJVA ★★★★★

I am low-key obsessed with this podcast. It has allowed me to have a constant source of inspiration. Wonderful!!

We're not only proud of the great reviews we get, but even our worst:

what does BLM have to do with non profits? - sublimespirit ★

Was enjoying the podcast until this episode on BLM. Sorry but you have lost a listener!!!
#ALLlivesmatter

