

# How To Prevent Nonprofit Staff Burnout And Promote Mental Health

Presented by: Madison Gonzalez

# Agenda

- ① Understanding Burnout
- ② Preventing Burnout
- ③ We're Burnt Out. Now What?
- ④ Q&A



# Understanding Burnout



“Job burnout is a **special type of work-related stress** – a state of physical or emotional exhaustion that also involves a sense of reduced accomplishment and loss of personal identity. “Burnout” isn't a medical diagnosis. Some experts think that other conditions, such as depression, are behind burnout.”

-Mayo Clinic





**“41% of Americans have had an untreated mental illness.”**

-Mental Health First Aid



**40,000,000 Americans suffer from anxiety.**

-Anxiety and Depression Association of America

# What Leads to Burnout?

- Long hours – overworked
- Underpaid – money stress
- Unrealistic expectations and goals
- Relational friction
- Isolation
- Neglecting self-care
- Caring “too much”





## How Burnout Affects Nonprofits

### Increased:

- Turnover
- Conflict
- Error

### Decreased:

- Productivity
- Satisfaction
- Results

“Employee turnover has long been an issue for the nonprofit sector. According to ExactHire.com, the voluntary annual turnover rate is 19% – far outpacing the all-industry average of 12%.”

-Forbes.com



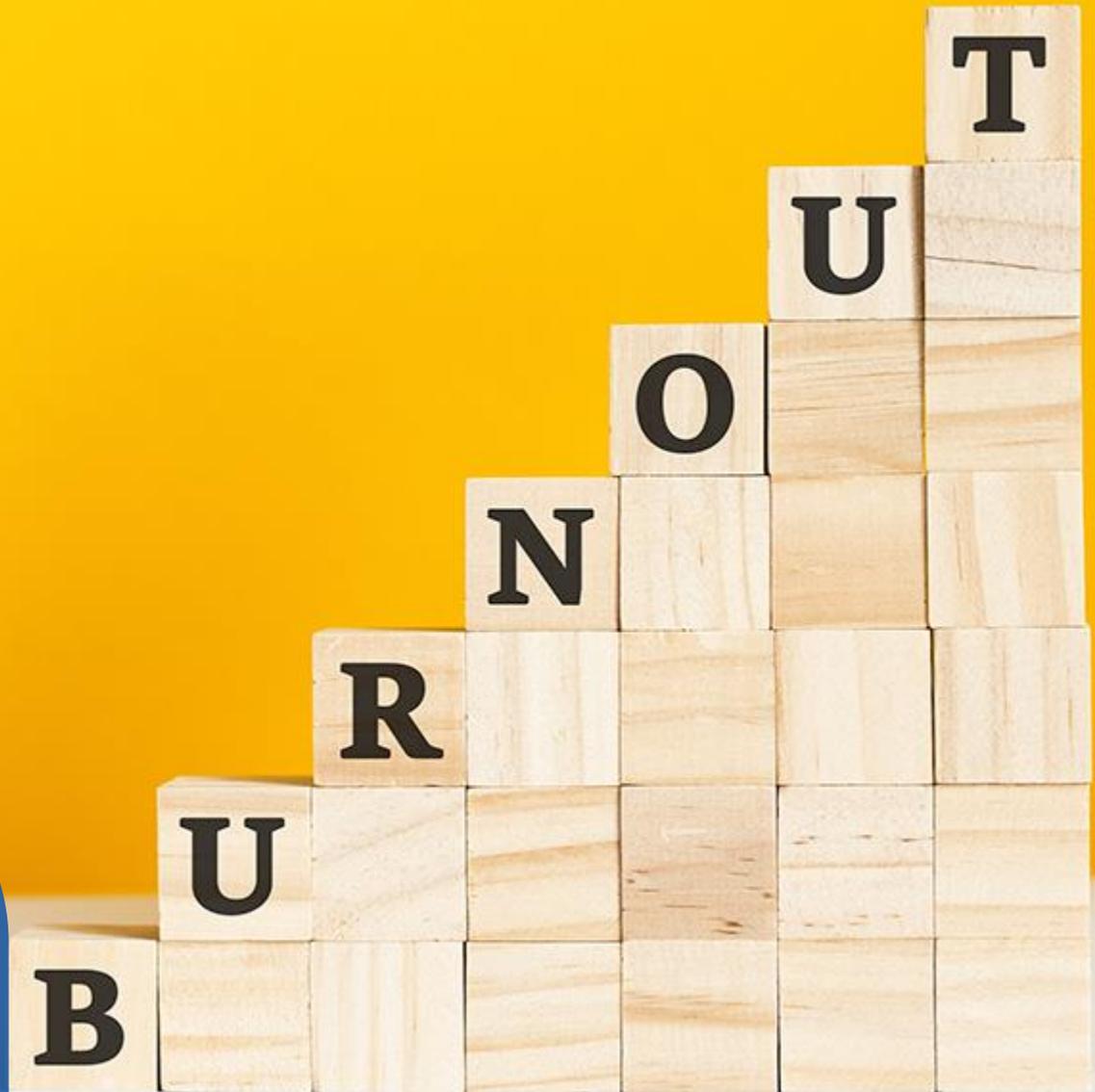


**Many non-profits focus on taking care of people.  
It's high time we start with our employees.**



**Employees are your most precious resource.**

# Preventing Burnout



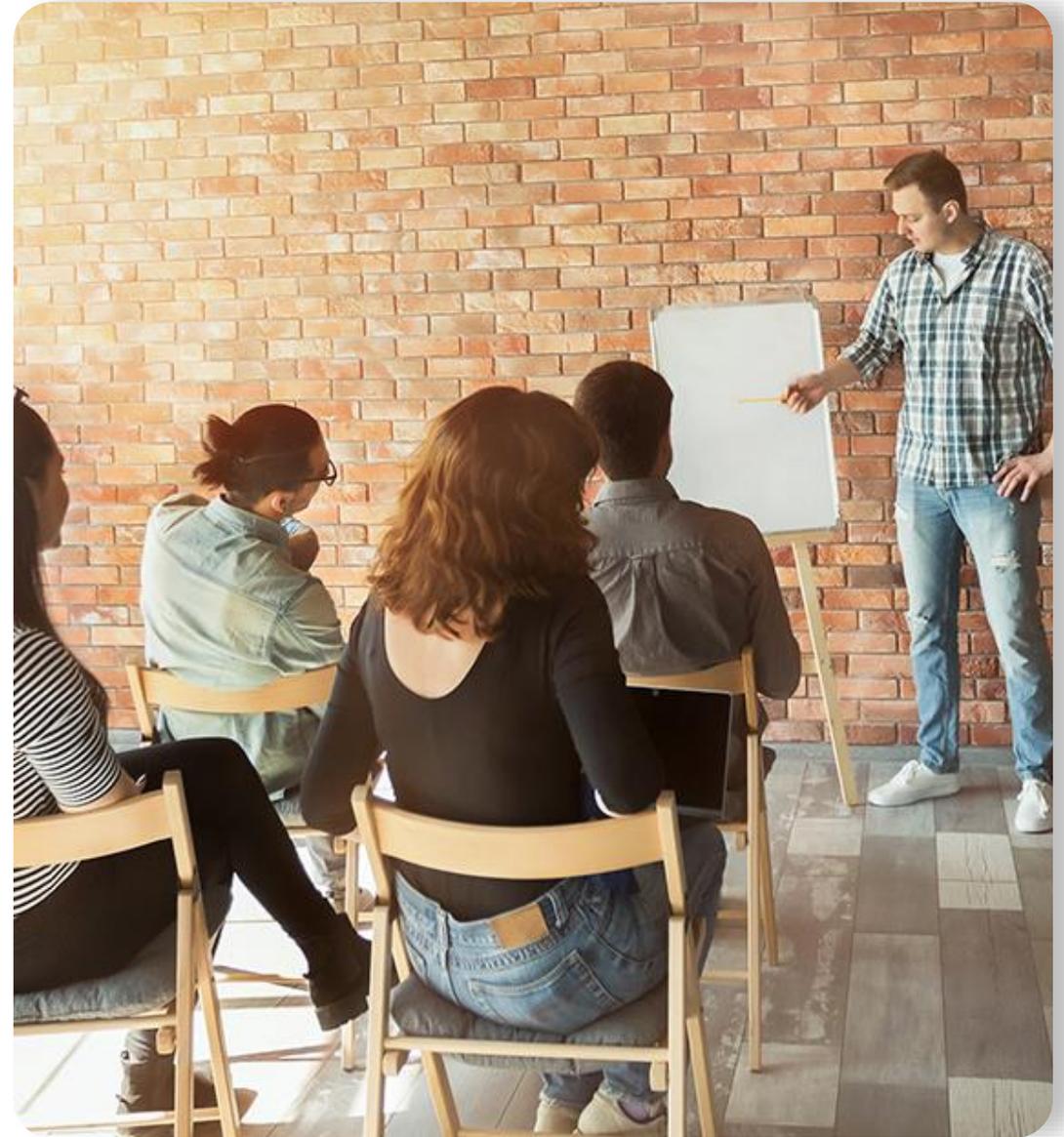


## Preventing Burnout

- Make sure you are adequately staffed.
- Utilize volunteers.
- Create a people-first culture.

# Create a People-First Culture

- Listen and repeat.
- Empathy.
- Show appreciation and gratitude.
- Set realistic goals and expectations.
- Make employees aware of resources such as health coverage and paid time off.
- **Practice what you preach!**





## Physically

- Take **\*intentional\*** breaks.
- Get quality sleep.
- Exercise .
- Go outside.
- Laugh!

# Rest and Relax

- Daily rest and time off increases productivity.
- Be intentional with your time – no scrolling!
- Utilize PTO (paid time off).
- Consistent bedtime routine and sleep schedules
- Avoid alcohol and caffeine before bed.
- Get enough sleep for *you*.
- Create a relaxing environment.



# Mentally/Emotionally



Gratitude practice



Mindfulness



Affirmations





## **Gratitude Practice**

“We can’t always be happy but we can always be grateful.”



## Mindfulness

- All about being present in the moment
- Distracts your mind from what you have to “do” and allows you to just “be”

# Affirmations

- “I am capable.”
- “I am organized.”
- “I am powerful.”
- “I am calm.”
- “I am smart.”
- “I am patient.”
- “I am brave.”





# Socially

- Surround yourself with positive people.
- Get support.
- Set boundaries.





## Boundary Setting

- How and when people can contact you
- What you are comfortable discussing
- How much you can take on
- Respect for others, respect for yourself

# Professionally

- Set realistic goals.
- Break up tasks.
- Prioritize.
- Delegate.
- Stay connected to the mission.
- Create a comfortable work environment.





## Work Environment

- Quotes and sayings
- Keep it tidy.
- Keep it convenient.
- Music
- Attire
- Refreshments

“People-first cultures are **rooted in a philosophy that values people over profits**. The ironic twist is that when employees are valued as whole individuals and provided the opportunity for well-being, connection, and fulfillment, companies are generally more innovative, resilient, and even profitable.”

-Inc.com





**We're Burnt Out.  
Now What?**

How-to re-energize and  
re-motivate



## Physical Warning Signs

- Insomnia/sleeplessness
- Exhaustion/oversleeping
- Increased illness
- Depression
- Anxiety



## Behavioral Warning Signs

- Irritability
- Forgetfulness
- Apathy
- Pessimism
- Isolation/  
loneliness



**“Make life easier for employees.”**

-Work Rules, Laszlo Block  
2010 "Human Resources Executive of the Year" by HR Resources Magazine



## Step 1: Admittance

- Acknowledge and admit faults.
- Adopt new policies.

“The Great Resignation: Why Millions of People Are Quitting (and How Employers Can Earn Them Back),” “...bottom line? Money matters—until it doesn’t. Because you can’t buy great employees. But you can definitely *earn* them.”

-Jeff Haden, Inc.

## Step 2: Re-Motivate

- What motivates your team?
- Pay employees what they are worth.
- Give feedback.
- Incentivize.
- Work/home balance – hybrid policy
- Keep the end goal in sight.





## Step 3: Show Appreciation

- Employee of the Month
- Give credit where credit is due.
- Hand-written cards
- One-on-one meetings
- Surprise and delight.

## Step 4: Celebrate Success

- Stop and savor!
- Have fun!
- Share the success!





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# Questions?



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