

Connectup Institute

Executive Director / CEO

EIN 852918250

MN · NTEE S41

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Y Elaine Rasmussen, Executive Director / CEO** (\$88,833) against **every comparable organization** that fit the selection criteria — **537** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **46th** percentile of comparable organizations within the typical range

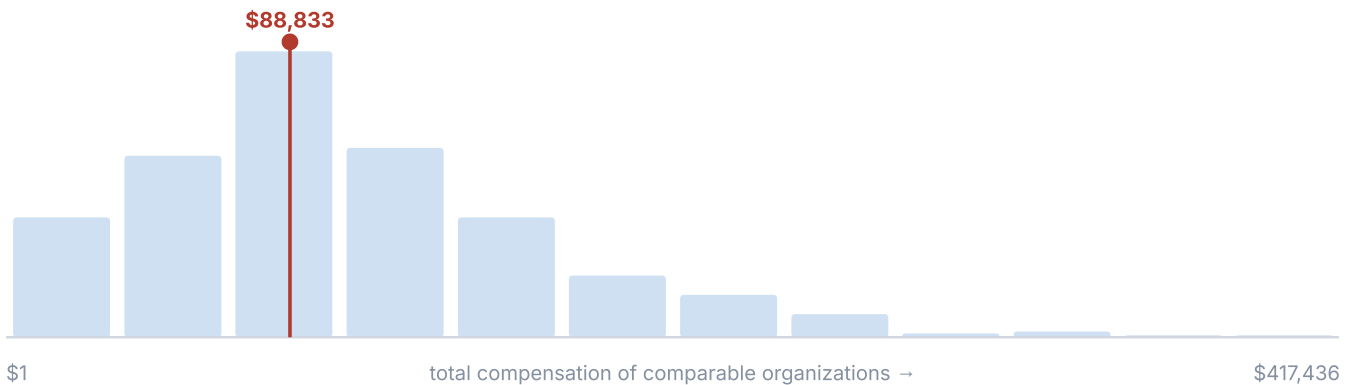
Benchmarked executive: Y Elaine Rasmussen — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$320,968 and \$718,587 — 0.67x to 1.50x the subject's \$479,058 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

537 organizations qualified on sector, size, and geography → **537** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$32,258	\$62,206	\$93,444	\$139,279	\$192,705	\$88,833
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■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to MN cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Workforce Fairness Institute Inc	VA	\$478,179	Secretary, Director	\$10,000	\$9,772	2023
Signature User Group Inc	FL	\$477,920	Executive Director	\$62,750	\$57,947	2024
Alliance For Dade Inc	GA	\$480,435	President And Ceo	\$70,875	\$70,052	2024
Arkansas Ready Mixed Concrete Association Inc	AR	\$477,664	Exec Director	\$96,164	\$103,516	2025
Carolinas Chapter - Cmaa	NC	\$477,616	Member Services Manager	\$70,355	\$71,460	2024
Mid South Sign Association Inc	TN	\$476,999	Executive Director	\$67,714	\$72,033	2023
Downtown Community Partnership	ND	\$481,804	Ceo/president	\$69,556	\$77,250	2023
Precastprestressed Con Ins Ne	NY	\$476,290	Key Employee	\$168,258	\$145,605	2025
Juniata River Valley Visitors Bureau	PA	\$475,732	Executive Director	\$54,567	\$53,490	2024
Fiscal Partners Inc	MA	\$483,314	President & Executive Dire	\$173,094	\$152,900	2024
Mass Funeral Directors Assoc Inc	MA	\$474,522	Exec Director	\$63,158	\$54,352	2025
Association Of Educational Purchasing Agencies	NM	\$474,160	Exec Director	\$97,000	\$105,584	2023
Committee Of Chief Risk Officers Inc	TX	\$473,946	Director	\$259,448	\$262,651	2023
Crew Charlotte Inc	NC	\$473,737	Executive Director	\$104,044	\$108,798	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
New York Organization For Nursing	NY	\$473,608	Executive Dir.	\$75,000	\$66,619	2024
Greater Piedmont Area Association	VA	\$485,291	Executive Of	\$142,534	\$139,279	2023
Wisconsin High School Football	WI	\$485,679	Executive Director	\$55,000	\$55,008	2025
Visit Newberg	OR	\$486,604	Executive Di	\$100,577	\$91,813	2024
White House Chamber Of Commerce	TN	\$470,907	Director	\$88,461	\$91,403	2024
Maine Outdoor Brands Inc	ME	\$470,897	Executive Director	\$82,944	\$84,054	2023
Medical Staff Of Childrens Hospital &	CA	\$487,290	President	\$35,000	\$29,709	2024
Camara De Comercio Del Sur De Puerto Rico Inc	PR	\$470,820	Executive Director	\$38,377	\$37,276	2024
Armed Forces Marketing Council	VA	\$470,536	President	\$351,695	\$333,803	2024
The Concrete Industry Board Inc	NY	\$488,205	Executive Director	\$66,615	\$60,919	2023
Pike County Economic Development	AL	\$469,860	President	\$174,187	\$184,981	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

● Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to MN cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

● Sample, role match & sensitivity

PEER COUNT	537 organizations. Compensation range \$1–\$417,436; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$479,058); for reference, expenses \$455,571 and assets \$640,735.
ROLE MATCH	Y Elaine Rasmussen, reported title "President", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	28 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	13 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	46 th
Total compensation (D + F), as reported (no adjustments)	43 rd
Reportable pay only (column D), adjusted	41 st
All sources (D + E + F), adjusted	42 nd

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness • 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Y Elaine Rasmussen) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 537 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$88,833 is reasonable (approximately the 46th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.