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Key Performance Indicators: Where Passion Meets Performance

Passion for your Mission is an essential component to CCA's success. To achieve or advance your Mission and Vision, however, your strategy and passion must be clearly defined in terms of data-driven goals and methodologies to optimize outcomes and ensure both strategic and tactical success.

Objective, meticulously maintained data can track your progress while helping steer your strategy implementation by using Key Performance Indicators (KPIs) to measure growth and success. To be effective, these KPIs must directly relate to your operations and be relevant to your organization's strategy. There is no one size- fits-all metric so select KPIs that reveal your organization's achievements in meaningful terms. The most effective method for developing KPIs is to use your organization's comprehensive strategy to identify the information that will be critical to effectively monitoring and managing your organization's progress as you implement your strategy.

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Revenue

Diversification

What are the primary sources of your funding: corporate sponsors; foundations; individual donors; grants, foundations, corporate, or private; events; campaigns; online campaigns; direct mail appeals; major gifts; or revenue generated through social enterprise?

What is the current diversification ratio?

What revenue sources are underutilized?

Growth

What is the rate of revenue growth for your nonprofit?

At what rate does your revenue need to increase to ensure vital programs and operating costs are met?

Staff

Are all essential staff positions filled?

Are staff meeting individual and team goals and expectations?

What is the value added to the organization by individuals staff members or Human Capital Value Added (HCVA)?

How do management and staff evaluate their own and each other's performance?

Sustainability

Revenue generated minus all operating costs will determine budget surplus or shortfall.

What is the Cash Conversion Rate or how long does it take for money invested in Development/Fundraising to come back to the organization as revenue generation?

Door Management

Acquisition Costs

What is the actual cost (resources, staff, time, ads, mailings, printing, platforms, etc.) to acquire each new donor?

What is the return on investment (ROI)?

How likely are your donors to recommend or refer your non-profit?

Conversion Costs

What resources are utilized to transition supporters into donors?

Retention Rate

How many of your donors have contributed on more than one occasion?

How long have they supported your organization?

What is the attrition rate?

Market Share

How does your organization's share of donors compare with other nonprofits with a similar Mission operating within your geographic region based on actual number of donors and level of giving?

Operations

Program & Project Management

How do costs of programs or projects compare to projections? To revenue generation?

Are project and program timelines achieved?

What is the organization's Capacity Utilization Rate? Is the organization achieving its potential capacity with available resources?

Do programs meet or exceed participants' needs and/or expectations?