20 Important Key Performance Indicators (KPIs) for your Nonprofit

Establishing key performance indicators (KPIs) can help your organization determine efficiency and success, showing you what’s working and where to make adjustments.

But where to begin? The following suggested KPIs can help your nonprofit as you monitor your fundraising campaigns, marketing appeals, beneficiary programs, and the organization as a whole.
## Fundraising KPIs

1. **Gifts Secured**

**GOAL:** Track the number of gifts given in a year, month, or other time frame. Break it down further to find the number of major gifts given.

2. **Donor & Donation Growth**

**GOAL:** Look at growth rate in donors and donations expressed as a percentage.

- \( \frac{2021 \text{ donors} - 2020 \text{ donors}}{2020 \text{ donors}} \times 100 = \text{Donor Growth Rate} \)
- \( \frac{2021 \text{ donations} - 2020 \text{ donations}}{2020 \text{ donations}} \times 100 = \text{Donation Growth Rate} \)

3. **Donor Retention Rate**

**GOAL:** Track donors who’ve given more than once.

\( \frac{2021 \text{ returning donors}}{2020 \text{ donors}} = \text{Donor Retention Rate} \)

4. **Fundraising Return on Investment (ROI)**

**GOAL:** Track the number of dollars coming in per dollars spent on fundraising.

\( \frac{\text{Total Costs}}{\text{Total Funds Raised}} = \text{Fundraising ROI} \)

5. **Donation Conversions by Channel**

**GOAL:** Track what inspired donors to take action. Do this with each organic, social, email, referral, ad, etc. channel and call to action (CTA).

\( \frac{\text{Donors}}{\text{Donors from CTA}} \times 100 = \text{Donation Conversions by Channel} \)
Marketing & Communication KPIs

1. **Website Page Views**
   
   **GOAL:** Track the number of times users view a webpage, including repeat viewings. The reason this is important is because the more people that view your webpage, the greater chance they have of clicking on your call to action.

   You will want to have more views of your webpage than viewers, which means they have returned to the webpage numerous times. You will also want to track the time viewers spend on your website - the longer they stay, the better.

2. **Email Open & Click-Through Rates**
   
   **GOAL:** Track the number of people who open your emails.

   Your email marketing provider should automatically track this for you. If you have a low open rate, you may want to try new subject lines.

3. **Landing Page Conversion Rate**
   
   **GOAL:** Track how many visitors to your donation page actually donated.

   \[ \text{Total web page visitors} / \text{Total number of donations} \times 100 = \text{Landing Page Conversion Rate} \]

4. **Amplification, Applause, & Conversion Rates**
   
   **GOAL:** Track the number of social media responses, including likes, retweets, and comments. Specifically look for content that inspired conversation.

   Each social media channel tracks these analytics for you, or you can sign up for a social monitoring service that will aggregate these analytics.
Program KPIs

1. Number of Beneficiaries Served & Program Attendance

**GOAL:** Track the number of people impacted by your programs.

Number of individuals served by the program = Beneficiaries

Number of targeted beneficiaries that attend a mission-driven program = Program Attendance

2. Beneficiary Satisfaction Rate

**GOAL:** Monitor the satisfaction of those impacted by your programs.

The simplest way to determine satisfaction rate is by asking your beneficiaries, “How do you feel?” or “How satisfied are you with the program?”

If you want to put a number to this, use a brief survey and ask beneficiaries to rate their satisfaction on a number scale.

3. Pre & Post-Program Scores

**GOAL:** Measure changes in knowledge, skills, abilities, or behaviors of beneficiaries. These are commonly referred to as outcomes.

These KPIs can be measured by a test or questionnaire.
Human Resources KPIs

1. **Employee Retention Rate**
   
   **GOAL:** Track the rate in which employees leave the organization.
   
   \[
   \frac{\text{Number of employees who stayed for the entire time period}}{\text{Number of employees at the beginning of said time period}} = \text{Employee Retention Rate}
   \]

2. **Employee Satisfaction Rate**
   
   **GOAL:** Monitor employee satisfaction with their job and the organization
   
   Net Promoter Score (NPS) - This metric asks questions like “On a scale of 1 – 10, how likely would you be to refer a friend or family to work with us?”
   
   Another way is to host informal chats with employees to gauge their satisfaction.

3. **Percentage of Performance Goals Met**

   **GOAL:** Monitor the rate employees are meeting their goals.
   
   - Percentage of critical performance your employer met
   - Percentage of tasks they completed
   - Percentage of goals they abandoned or found unattainable

4. **Absenteeism Rate**

   **GOAL:** Monitor employee motivation by tracking half and full days employees miss outside of paid vacation.
   
   \[
   \frac{\text{Total number of absent days}}{\text{Total number of employees}} = \text{Total number of absent days per employee}
   \]
   
   \[
   \left(\frac{\text{Total number of absent days per employee}}{\text{number of working days}}\right) \times 100 = \text{Absenteeism Rate}
   \]
Year-Over-Year Growth

**GOAL:** Tracks the percent your revenue or budget increased in one year compared to the previous year. You must measure in percentages to get the true impact of the increase.

Operating Surplus/Deficit

**GOAL:** Understand if your financial resources are sufficient. The aim is to have an operating reserve to cover at least three months of annual expenses.

Liquid Unrestricted Net Assets (LUNA)

**GOAL:** Measures the portion of unrestricted net assets that can be converted to cash relatively easily. These funds can be used to supply working capital, guard against downturns, and pursue new opportunities.

Program Efficiency

**GOAL:** Compare program expenses against total expenses to see how efficient your nonprofit is in fulfilling its mission.