

Nonprofit Performance Metrics

Instructions: Use this guide for putting together key performance indicators and quantifying the impact of each of your departments.

DATA POINT	METRIC
Fundraising (Individual)	
# of annual individual donations	#
# of current donors (1-time)	#
# of current recurring donors	#
Donor retention rate	%
# of new donors	#
Average online donation size	\$
Amount raised annually in individual donations	\$
# fundraising staff	#
Change in dollar amount raised per gift	%
Average overall donation size	\$
# of fundraising appeals per year	#
Amount of lead time per appeal (hours per appeal)	#
Donor conversion rate	%
# of donations made by board members	#
Cost per dollar raised	\$
Fundraising (Grants)	
# current funders	#
Average grant amount	\$
Length of fundraising cycle (weeks)	#
Time spent per grant proposal (weeks)	#
Grant win rate (# grants applied / # grants won)	%

DATA POINT	METRIC
Grant funds won (\$\$ grants won/\$\$ grants applied for)	%
# Grant-writers	#
Average salary of grant-writers	\$
\$ raised annually in grants	\$
# of new grants received	#
# of multi-year grants received	#
Average grant reporting time (hours per week)	#
Cost of current licenses of current grant database per month	\$
# of Licenses per month	#
Time used for grant report data tracking (in hours, per month)	#

Volunteer Management

# current volunteers	#
# volunteer managers	#
Average volunteer hours served (volunteer/mo, in hours)	#
Volunteer tracking systems cost	\$
Average volunteer training time (per volunteer, in hours)	#
Average volunteer recruiting time per month (in hours)	#
Average volunteer manager annual salary	\$

Event Management

# of events per year	#
# of total event attendees	#
Event revenue per year	#
Conversion of attendees (prospect to donor)	\$
# of event volunteers	#
# of FT event staff	#

DATA POINT	METRIC
Average salary of event staff	\$
Event management system costs (per event)	\$
Average event marketing costs (per event)	\$
Event attendance rate (attendees/total RSVPs)	%
Volunteer training time per event	\$
Volunteer recruiting & communications time per event	#
# Volunteer managers	#
Volunteer manager average salary	\$

Marketing & Communications

% of current Marketing-Communications budget that is digital	%
Current Marketing-Communications budget	\$
# mass communications (newsletters per month)	#
Open rate (per comm)	%
Average lead conversion (per comm)	%
# Marketing-Communications staff	#
Average salary of Marketing-Communications staff	\$
Cost of comms email platform, per month	\$
Cost of omnichannel marketing platform, per month	\$
Cost of website maintenance, per month	\$
Online paid social media costs per month	\$
Online advertising costs per month	\$
Average time spent on content generation (hours per month)	#
# Snailmail appeals per year	#
Cost per snail mail appeal	\$
# of comm recipients	#
Current growth rate of comm base	%

DATA POINT	METRIC
# of unique website visitors	#
# of return website visitors	#
# Facebook followers	#

Program Management

# of Clients served per month	#
# of Participants currently engaged in Programs	#
# of Cities operating in	#
# of Organizational branches/facilities	#
# of Program partners	#
Annual growth in client base	%
# of Participants who graduated from program at any given time	#
# of People referred to program	#
# of People admitted to program	#
# of People who have dropped from program	#
% of successful interventions	%
# of product donations given	#
Amount of on hand inventory	#
Amount of inventory needed at X time	#
# of projects completed year-to-date (milestones achieved)	#
# of projects started year-to-date	#

Membership Management

# of current members	#
Growth in membership/year	%
Cost of membership	\$
# of hours invested per member	#
Fundraising \$ brought in my members per year (\$/member)	\$

DATA POINT	METRIC
Service Center	
Average annual call volume	#
Current calls per agent	#
Current calls per member	#
Average call handle time (minutes/call)	#
First call resolution rate	%
Agent admin/non-call time (hrs/wk)	#
Self-service deflection rate	%
# of call center agents	#
Annual increase in avg cost	%
New hire ramp time (# of weeks)	#
Agent attrition rate	%
Call resolution rate (calls resolved/total calls)	%

Foundations	
\$\$ granted	\$
# of grant applications submitted	#
# of grants accepted	#
# of organizations submitted	#
# of organizations funded	#
% of organizations funded that achieved goals	%