

SAMPLE KEY PERFORMANCE INDICATORS (KPIs)

Financial Health	Fundraising & Grants Management
<ul style="list-style-type: none"> • Liquid Unrestricted Net Assets (LUNA, also known as Operating Reserves) • Net asset composition • Days or months of cash on hand • Organization-wide operating surplus/deficit • Operating surplus/deficit by Program • Operating revenue mix • Expense mix • Days Receivable 	<ul style="list-style-type: none"> • Percentage of government grant remaining • Funding award status (% awarded, submitted, pending submission) • Contract compliance rate (% fully compliant) • Number of funders/donors by type (government, foundation, individual, etc.) • Donor retention rate (i.e. repeat donors from year to year) • Percentage of Board members fulfilling give/get requirement
Human Capital	Marketing & Communications
<ul style="list-style-type: none"> • Employee turnover/retention rate • Employee satisfaction/engagement scores • Average performance rating • Time to fill vacancies • Hours of staff training offered and completed • Average absenteeism • Number of workers' compensation claims • Cost of HR services/Employee 	<ul style="list-style-type: none"> • Number of unique website visitors • Average time visitors spend on website • Website page view and bounce rates • Social media traffic • Social media engagement (e.g. likes) • Number of materials downloaded • Media placements and press coverage • Newsletter subscription growth rate
Information Technology	Risk Management & Governance
<ul style="list-style-type: none"> • Number of helpdesk support requests • Average response time to helpdesk requests • Percentage of server storage available • Bandwidth utilization rate • Server down time • Hardware failure rate 	<ul style="list-style-type: none"> • Form 990 filed on time • Data security system periodically verified • On-time completion of safety drills or other relevant practices • Board composition (e.g. skill sets and represented groups) • Board engagement rate (number of activities attended/period)

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Programs & Service Delivery	Outreach and Advocacy
<ul style="list-style-type: none"> • Changes in knowledge, skills, abilities, and/or behaviors (e.g. pre- and post-scores) • Client satisfaction rate • Volunteer hours per period • Program staff utilization rates • Cost per service or unit • Number of clients served • Program attendance • Program enrollment 	<ul style="list-style-type: none"> • Number of community events held • Number of advocates trained • Number of community commitments made vs. completed • Percentage of activities where community feedback is requested • Response time to inquiries • Community event attendance rates
Facilities & Capital Projects	
<ul style="list-style-type: none"> • Capital campaign/financing progress vs. goal • Maintenance costs per square foot • Cost of office space per employee • Average repair response time • Percent of space utilized • Number of user complaints • Days ahead or behind schedule 	