Sample Key Performance Indicators (KPIs) for Nonprofit Organizations

Financial Health	Fundraising & Development	Programs & Service Delivery
• Liquid Unrestricted Net Assets (LUNA) • Net asset composition • Days/months of cash on hand • Operating surplus/deficit • Operating revenue mix • Expense mix • Days Receivable	• Average contribution per donor • Number of funders/donors by type (corporate, foundation, individual, etc.) • Donor retention rate (i.e. repeat donors from year to year) • Percentage of Board members fulfilling give/get requirement • Average pledge collection time • Funding proposal status (% awarded, submitted, pending submission) • Diversity of funding sources (% of total for each type or certain types)	• Number of clients served • Program attendance • Program enrollment • Client satisfaction rate • Volunteer hours served per period • Cost per service or unit • Changes in knowledge, skills, abilities, and/or behaviors (e.g. pre- and post- scores)
Human Capital	**Marketing & Communications**	**Outreach & Advocacy**
• Employee turnover/retention rate • Employee satisfaction/engagement scores • Percent of performance goals met • Time to hire for position vacancies • Hours of staff training/professional development offered and completed • Average absenteeism • Number of workers' compensation claims	• Website page view and bounce rates • Number of materials downloaded • Social media activity • Media placements and press coverage • Newsletter distribution and/or subscription growth rates	• 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
Information Technology	**Risk Management & Governance**	**Facilities & Capital Projects**
• 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	• 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/period	• 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 • Project stages completed