### Financial Health
- Liquid Unrestricted Net Assets (LUNA)  
- Net asset composition  
- Days/months of cash on hand  
- Operating surplus/deficit  
- Operating revenue mix  
- Expense mix  
- Days Receivable

### Fundraising & Development
- 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)

### Programs & Service Delivery
- 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
- 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

### Marketing & Communications
- 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

### Outreach & Advocacy
- 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
- 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

### Risk Management & Governance
- 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)

### Facilities & Capital Projects
- 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