

Non-Profit KPIs

KPI	Formula	Definition
Profitability of Fundraising Events/Activities	Total Revenue from Event / Cost of Event	Simple GP of Fundraising Events. Can be manipulated to direct towards specific events or ongoing activities.
Average Value of New Donations Received	Total Donation Revenue / Count of Donations received in period	Will illustrate to an NFP what their average donor is contributing. May bring light to the effectiveness of current solicitation/campaigns.
Quantity of Donations under \$100, \$1K-\$10k, \$10k+	Total Donation Revenue / Count of Donations received in period	Will illustrate to an NFP what the composition of their donor pool looks like.
Revenue by Donor Type (Board member, external, employee, etc.) *Input Revenue from Donor type A *Input Revenue from Donor type B *Input Revenue from Donor type C	Revenues aggregated by type's relevant to NFP	Another method of illustrating Donor composition.
Number of New Donors (input)	Input number of new donors	Helps to show whether or not donors are increasing and can be tracked side by side with the timing of fundraising campaigns.
Number of Returning Donors (input)	Input number of reoccurring donors	Will illustrate the effectiveness of marketing campaigns, touchpoint efforts to prior donors.
Program Expense Ratio	Program Service Expenses / Total Expenses	The program ratio determines the connection between program costs (reserves a nonprofit organization donates to the immediate mission-related work) and the organization's complete costs.
Pledge Fulfillment Percentage	(Number of Pledges Fulfilled / Total Number of Pledges) * 100	Tells the percentage of pledges being fulfilled.
Pledge as a Percentage of Budget	(Total Amount of Pledges / Total Budget)	Provides detail for the percentage of pledges from the total budget. Classifications of Pledges can vary depending on restrictions, materiality, and allowance for uncollectable.

For a review of your KPIs, [contact us](#) for a free consultation!