

IMPLEMENTING SIMPLE IMPACT MEASUREMENT DOWNLOADABLE WORKSHEET

This worksheet is going to help you define some impact KPIs.

REMEMBER, A KPI, OR KEY PERFORMANCE INDICATOR, IS A QUANTIFIABLE MEASURE OF PROGRESS OR PERFORMANCE. YOU SHOULD DEFINE KPIS BASED ON WHAT YOUR GOALS ARE.

FIRST, DEFINE THE GOALS THAT YOU WANT TO TRACK USING DATA:

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Now define ways you can track those goals. You can choose from the list of generic KPIs for any nonprofit below and also define KPIs specific to your nonprofit.

KPIS FOR ANY NONPROFIT

BENEFICIARY IMPACT:

- ➔ **Number of beneficiaries served**
- ➔ **Number of services provided**
- ➔ **Beneficiary satisfaction**
- ➔ **Improvement of beneficiary knowledge/skills**
- ➔ **Improvement of beneficiary circumstances**
- ➔ **Sustainability of beneficiary improvement**

PROGRAM IMPACT:

- ➔ **Program reach**
- ➔ **Program attendance**
- ➔ **Program completion**
- ➔ **Other program outcomes**
- ➔ **Program**
- ➔ **Program efficiency**

VOLUNTEER KPIS:

- ➔ **Number of volunteers**
- ➔ **Volunteer retention**
- ➔ **Volunteer satisfaction**
- ➔ **Volunteer hours**
- ➔ **Volunteer training completion**
- ➔ **Volunteer impact**

FINANCIAL KPIS:

- ➔ **Number of gifts received**
- ➔ **Grant revenue**
- ➔ **Expenses vs revenue**
- ➔ **ROI**
- ➔ **Impact per dollar**

DONOR KPIS:

- ➔ **Number of donors**
- ➔ **Donor retention rate**
- ➔ **Donor satisfaction**
- ➔ **Average donation size**

COMMUNITY OUTREACH:

- ➔ **Number of social media followers**
- ➔ **Number of email subscribers**
- ➔ **Number of newsletter subscribers**
- ➔ **Number of mail subscribers**
- ➔ **Website traffic**

KPIS SPECIFIC TO YOUR NONPROFIT:

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