




KPIs List for Charities and Non-Profits

Fundraising KPIs

We'll start with fundraising as it's the backbone of any charity. You don't need us to tell you how crucial fundraising is, obviously. Charities will succeed or fail based entirely on their ability to raise funds to deliver their service or support their beneficiaries. So, what are the key performance indicators when examining your fundraising performance?

KPI type 	Details
<p>Donations/gifts Type: Currency or number</p>	<p>The lifeblood of many non-profits is the donations they receive. This KPI measures the number of donations and/or the financial amount donated within a certain period.</p>
<p>Recurring donations /gift revenue Type: Currency or number</p>	<p>If you work on individual giving this KPI is important. Recurring donations require less work once established and help you build up a reliable income source over time. You may choose to measure the number of recurring gifts, or the value, or both.</p>
<p>Single to recurring donations/gift conversion Type: Percentage or number</p>	<p>As part of your donor journey, you may be planning to convert single or one-off donors into recurring donors. This KPI will help you track the number or percentage of single donors you convert to recurring.</p>





Recurring donations /gift percentage

Type: Percentage

Measuring the percentage of your donations that are recurring donations can be a guide to how well you are engaging your supporters, as well as linking into a strategic objective to convert one-off donations to more regular giving.

Donation growth

Type: Currency or percentage

Looking for growth year-on-year is often important to any non-profit, so this metric will help you keep track of your progress. Over a set period, it'll show you the difference either as a percentage or as a financial amount.

Number of individual donors

Type: Number

Having a low number of high-value donations is a risk as you could easily lose one and it have a noticeable impact on your revenue. Increasing your number of donors, even if the gift amount is smaller, is the best way to mitigate against this risk and forms a key part of the donor pyramid/donor journey.

Donor growth

Type: Percentage or number

Tracking the number of donors who support your non-profit is important, so this metric is often shown as a total number of the percentage change of donors in a certain period.

Donor retention rate

Type: Percentage

If you're a non-profit that receives regular donations this is an important KPI. It looks at the number of donors you have retained each month.

Average gift size

Type: Currency

The average donation size is often tracked as a KPI. It can be used to project fundraising or measure how effective you are at increasing your income from your existing base of supporters.

Average gift size growth

Type: Percentage

One tactic for improving fundraising is to nudge the average gift size upwards. This KPI is useful to monitor your progress at increasing the donation size.

Number of donors by type

Type: Number or currency

This is a collection of KPIs. Measuring your income source is important, as a diverse range of sources can strengthen your overall position. Example KPIs might be Individuals, Community/Events, Corporates, Trusts and Foundations etc.

Number of legacies

Type: Number

Talking of income types, Legacies are often an important source of large, one-off donations. Working to get legacies requires focus and doesn't have an immediate return-on-investment, so if this is part of your strategic plan then measuring your number of pledged or secured legacies is an important KPI.



Donor lifetime value

Type: Currency

In a similar way to how for-profits will be measuring the lifetime value of customers, not-for-profits should be tracking the lifetime value of a donor or supporter. This helps provide the data to project forward the impact of increasing your donors.

Pledge fulfilment percentage

Type: Percentage

A pledge is a promise of support for funding in the future, often around some project or condition. As a pledge is not as instant as a donation it's important to track the number that become a reality, and that's where this KPI comes into play. Knowing the % conversion allows clearer planning, while if your PFP goes too low it highlights an issue.

Fundraising ROI

Type: Percentage

This KPI is often split into several different KPIs measuring your different fundraising activities. If you have a diverse range of work, from events through to grants, then you may want to measure the amount of cost that goes into each one. This KPI group can allow you to focus on higher return activities.

Grant win rate

Type: Percentage

Another major income source for non-profits can be grants. Grant applications are an art form, so if you're applying for lots of them, this KPI to track the percentage that you win is well worth having on your KPI Dashboard.

Programme delivery KPIs

As a charity you're likely to be delivering some sort of service. The context of each charity is clearly very different, for example, a charity focusing on homelessness is very different to a charity focusing on saving public libraries. In both cases programs are delivered, but you may need to adapt the following to suit your own operations...

KPI type



Details

Number of beneficiaries /participants

Type: Number

This simple KPI is the number of beneficiaries/participants your charity has engaged or helped throughout a period. It's often recorded as a keyway to see how effective you are being at delivering the support and achieving your vision.

Beneficiary/participant satisfaction rate

Type: Percentage

In some cases, you may also be asking the beneficiary/participant how satisfied they are with what you have delivered to them. This, alongside narrative feedback, can be a useful way to improve how you help others and deliver your services.






Project/program outcomes achieved

Type: Number or percentage

As part of your project/program planning and monitoring, evaluating and learning process you will have some key outcomes you want to achieve to contribute towards your overall goal. Measuring your progress towards achieving these outcomes is key to ensuring you are delivering impactful and effective work.

Awareness KPIs

Increasing public awareness is often a key strategic objective for many charities. Here are a couple of example KPIs in this space...

KPI type 	Details
<p>Public awareness survey</p> <p>Type: Percentage</p>	<p>If your cause is one that is rare, not widely known, or niche, then it maybe you research annually how many members of the public are aware of it. This is often done by a third party or by finding audiences that your charity does not normally interact with and simply asking if they know about the subject, and if they have heard of your charity. The two results that come from this give you benchmarks for the following year.</p>
<p>Website page views</p> <p>Type: Number</p>	<p>As donations and support increasingly move to online platforms, a strong website and social media presence is needed for any growing charity. One simple KPI used to measure awareness and engagement is the monthly website page views, which this KPI fulfils.</p>
<p>Conversion rates</p> <p>Type: Percentage</p>	<p>When traffic hits your site it's helpful to have some sort of aim for it. Perhaps it's to donate to your charity, sign up as a volunteer, or join your newsletter. Whatever your core call-to-actions are, measuring the percentage of traffic that completes the action should be a key metric to indicate the effectiveness of your site and messaging.</p>



There's a lot of KPIs to list here as awareness ultimately comes down to marketing.





Digital marketing KPIs

Digital Marketing KPIs are metrics that are specific to your online activity. Businesses that are solely online will traditionally be focused on this set, but even offline companies should be considering the importance of these values in relation to their business.

KPI type 	Details
Organic traffic Type: Number	Any web focused marketer should be looking at organic traffic at regular intervals, either daily, weekly or monthly. This is any traffic coming naturally from search engines because of your SEO or content. It's a key KPI that gives you an indication of brand awareness and the success of your content strategy.
Bounce rate Type: Percentage	Another metric that is commonly used as a KPI is bounce rate. This is the percentage of users who come to your site and then leave without looking at any other pages. A business would want to reduce the bounce rate to ensure you build a relationship with your audience and ensure they begin to engage with your brand. Content pages tend to have higher bounce rates, due to users specifically coming to the site for the content rather than the product or service. So, if you're reading this guide, look round our side to help our bounce rate!
Backlinks Type: Number	A backlink is when a site links through to your site. It might be a bit of content you've produced or a page around your product/service. Backlinks impact your SEO performance, with high quality and quantity backlinks contributing to higher rankings. For this reason, the number of backlinks is a marketing KPI often featured in web marketing dashboards.
Conversion rate Type: Percentage	Chances are you've got a website where you want your users to perform some sort of action. It might be requesting a demo, signing up for a newsletter, starting a free trial, donating, attending an event, or some other event that involves the user providing their data. The conversion rate is the percentage of traffic that visits your site and performs your key action. You may have several conversion rates on your site depending on the actions and channels of traffic you use. It's one of the most important metrics used in marketing KPI dashboards, allowing the marketer to optimise their site.
Average duration Type: Time	The amount of time a user spends on your site is one metric that helps you understand their engagement. When combined with the Number of Pages (see below) you can begin to piece together an understanding of how engaged your audience is with your content or brand.





Average number of pages

Type: Number

How many pages do your users visit on your site per session? If it's just one then you've traffic that isn't that engaged with what you do, they've visited just for content or a particular bit of information.

Traffic to lead

Type: Percentage

This KPI looks at how many leads you produce vs your traffic. It can help you determine if you're attracting the right type of traffic to your site. As with many leads based KPIs, this is often split by channel.

Organic ranking

Type: Number

Your organic ranking is where you come up in organic search for your key phrases across the search engines. Your goal is set as high as possible for the key phrases you wish to rank in and produce traffic for from search.

Unique users

Type: Number

Often tracked monthly, this KPI is the number of unique visitors coming to your site. It's important to measure this to get a full understanding of your audience. For example, if you have 1,000 users a month, you want to be confident you're reaching 1,000 people, rather than one superfan who visits 1,000 times.

New visitors

Type: Number

This metric represents the number of brand-new visitors coming to your site. Like other web KPIs, it is often tracked on a weekly or monthly basis and is key to understanding your brand reach and how your site is propagating out in the public domain.

Sessions

Type: Number


Like unique users, this analytics metric is often tracked monthly and is the number of times any user has visited your site.





Team member KPIs

Working in the charity sector can be physically and mentally draining as the team often deal with emotional and difficult circumstances. It's therefore crucially important that any strategy or KPI Dashboard also factors in some people-based metrics.

KPI type 	Details
Employee satisfaction Type: Percentage	The basic understanding of how your team are doing begins by simply asking them. We're not suggesting you should only rely on this E-SAT figure, but it should be part of your overall view on how well the team are supported.
Employee retention rate Type: Percentage	A more telling KPI of team satisfaction and wellbeing could be your retention rate. Obviously as people leave you lose experience and organisational knowledge, so while having some churn is good for ideas and sustainability, it's important it doesn't go too high.
Number of volunteers Type: Number	Often charities rely on the great work of volunteers, so keeping a track of your numbers is important. This KPI looks at the number of active volunteers in the network.
Volunteer growth rate Type: Percentage	As you ramp up your campaigns and activity, you may need to increase your volunteer base. Keeping track of the growth rate therefore becomes a KPI you may wish to include on your Charity KPI Dashboard.
Volunteer churn rate Type: Percentage	Good volunteers can be hard to find, often with training requirements and additional checks around topics such as safeguarding. It's therefore important to not lose lots of volunteers, so keeping an eye on churn rate can be a useful KPI. A high churn may be a result of the support your volunteers feel they are given.

