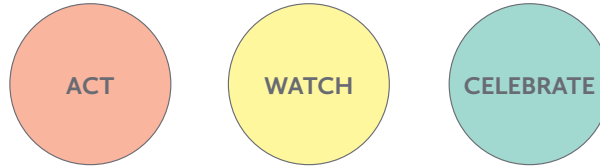


Sample Dashboard for Nonprofits

XYZ ORGANIZATION

A dashboard helps senior leaders track key performance indicators (KPI) at a glance. To create an effective dashboard: 1) Make it easy to read. 2) Use color to focus attention. 3) Keep it simple to update. 4) Adjust metrics as needed.



	TARGET	6 MONTHS AGO	NOW
FINANCE:			
Unrestricted cash on hand	60 days	65 days	55 days
Year-Over-Year (YOY) growth (Budget increase over previous fiscal year)	3%	6%	4%
Liquid Unrestricted Net Assets (LUNA) (Assets that could be converted to cash)	\$25K	\$5K	\$8K
Program efficiency (Budget used for overhead)	35%	30%	30%
FUNDRAISING:			
Total gifts (MOS, QTR, YRLY)	5 per QTR	3 per QTR	7 per QTR
Major gifts (\$10K+)	1 per QTR	1 per QTR	2 per QTR
Gifts per donor segment	2: \$1-5K 2: \$5-10K 1: \$10K+	1: \$1-5K 1: \$5-10K 1: +\$10K	3: \$1-5K 2: \$5-10K 2: \$10K+
Pledge fulfillment	90%	80%	86%
BOARD OF DIRECTORS:			
New members	3 by Sept	2 in July	Still 2 as of Aug
Attendance	80%	80%	88%
Board member self-evaluations complete	By Aug	NA	Done
Annual Board evaluation complete	By Oct	NA	NA

PROGRAMS AND IMPACT:

Beneficiaries served	50 a year	63	89
First-time clients	15	23	26
Program attendance (% of targeted participation achieved at a specific program)	25%	32%	22%
Beneficiary satisfaction rate	10% survey completion rate/ 80% satisfaction	12% survey completion rate/ 67% satisfaction	11% survey completion rate/ 82% satisfaction
Pre/post scores (Growth of knowledge, skills, abilities, and/or behaviors in program participants)	90% standard deviation (SD)	92% SD	94% SD

HUMAN RESOURCES:

Employee satisfaction rate (Net Promoter Score)	9	6	7
Performance evaluations complete	90%	Didn't track	86%
Workers' compensation claims open	0	2	1
Percentage of people of color	50%	44%	42%

RISK MANAGEMENT:

990-N Form complete	100% by Nov	NA	Applied for Extension
Emergency action plan	Updated by Oct	NA	Not due yet
Fire drill	Monthly	Began monthly drills July	Monthly
Tech audit	Twice annually	Not done	Not done

MARKETING:

Website page views per month	500	237	320
Email click-to-open rate (CTOR) and click-through rates (CTR)	15% CTOR 3% CTR	12% CTOR 4.2% CTR	13% CTOR 4.4% CTR
Email conversion rates	3%	3.7%	3.8%
Landing page conversion rates	5%	3%	3.2%