



Mission Metrics

Mission Metrics Nonprofit KPI Toolkit

Overview

This toolkit is designed to help nonprofit leaders identify, track, and act on Key Performance Indicators (KPIs) that truly reflect mission impact. Use this as a strategic resource to align your team, report to stakeholders, and drive data-informed decisions.

Step 1: Define Your Mission Objectives

Start by clearly articulating your mission goals. This will help you select KPIs that matter.

Mission Objective Outcome Timeframe

Step 2: Choose SMART KPIs

Use the SMART framework to create effective KPIs:

- **Specific:** Clearly defined and focused
- **Measurable:** Quantifiable or assessable
- **Achievable:** Realistic given resources
- **Relevant:** Aligned with mission
- **Time-bound:** With a clear timeline

Worksheet:

KPI Name	Category	SMART Criteria Met? (Y/N)	Data Source	Frequency
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Step 3: Identify KPI Categories

1. Mission Impact KPIs

Track your core impact.

- Number of clients served
- % improvement in client outcomes

2. Operational Efficiency KPIs

Understand your resource use.

- Cost per person served
- Time from intake to outcome

3. Fundraising KPIs

Evaluate your sustainability.

- Donor retention rate
- Cost to raise \$1

4. Engagement KPIs

Track your reach and relationships.

- Volunteer hours
- Social media engagement

5. Program Quality KPIs

Monitor service effectiveness.

- Client satisfaction scores
- Partner feedback

Step 4: Build Your KPI Dashboard

You can use:

- Google Sheets / Excel (starter dashboards)
- Google Data Studio (free and visual)
- Airtable (customizable with relational data)
- Dashboard software like Tableau or Power BI (advanced)

Basic Dashboard Elements:

- KPI Name
- Goal/Target
- Current Value

- Trend/Direction
 - Owner
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Step 5: Review and Adjust

KPIs are not static. Review them:

- Monthly for tactical decisions
- Quarterly for strategic planning
- Annually for reporting

Ask:

- Is this KPI still aligned with our goals?
 - What story is this data telling us?
 - What should we start, stop, or change?
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Appendix: Sample KPI Table

KPI	Description	Target	Current	Owner	Notes
Number of clients served	Total individuals helped	10,000/year	4,850	Ops Dir.	On track
Donor retention rate	% of donors who gave again	65%	47%	Dev. Dir.	Needs action
Cost per client	Operational cost per person	<\$30	\$34	CFO	Adjust processes

You're Ready

Start small. Track consistently. Reflect often. Your KPIs are not just numbers—they're windows into your mission's progress.

To learn more, visit www.missionmetrics.org or join our next KPI Dashboard Cohort.

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