Agenda

• Why KPIs?
• Financial KPIs
• Operational KPIs
• Cashflow KPIs
• Calxa – connecting the dots
What do you need KPIs for?
They’re a shortcut

1. Strategic Planning
   • Are we achieving our objectives?

2. Governance
   • Are we compliant?

3. Accountability
   • Are we doing what we said?

4. Fundraising
   • What do our funders need?
Financial KPIs
Managing Finance

1. Debtor Days
2. Self-created Funds
3. Unit Costs
4. Net Equity Position
03 Operational KPIs
Measuring Operations

1. Membership

2. Member Churn

3. Wages to Income

4. Admin to Revenue
04 Cashflow KPIs
Managing Cashflow

1. Cash Balance
2. Days Cash Reserves
3. Working Capital
4. Creditor Days
Learn more about Calxa
What’s Next?

1. Donation
2. Free Trial
3. NFP Discount
I just want to say that automation with report emailing is a beautiful thing.

Michael Gordon-Smith, Australian Publishers Association
KPI Tips & Tricks

Stay Safe!