

# KPIs for NFPs

Understand, Sustain and Grow

by  
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**calxa**   
Business Insights. Automated.

# Agenda

- Why KPIs?
- Financial KPIs
- Operational KPIs
- Cashflow KPIs
- Calxa – connecting the dots

01

**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?

# 02

## **Spreadsheet Best Practices**

# SSRB Standards (ssrb.org)

## 1. Divide and Conquer

- Assumption/Output/Presentation
- Constant/Formula/Mixed
- Blue/Black/Green

## 2. Document

- It's not just about you
- Cover/Content/Sections
- Comments everywhere

## 3. Check Everything

- Validate data entry
- Include error checks and alerts
- Summarise alerts

## 4. Version Control

- Know which is the right version
- Share carefully
- Check when combining

# KPIs in Spreadsheets

## 1. Export Accounts

- Export report to Excel

## 2. Combine Budgets

- Export from accounting system
- Link to Excel budget

## 3. Sort Rows

- Add a sorting column
- Remove rows not needed

## 4. Summarise

- Group by sorting column
- Add subtotals

03

# Operational KPIs



# Measuring Operations

## 1. Membership



## 2. Member Churn



## 3. Wages to Income



## 4. Admin to Revenue



# 04

## **Financial KPIs**

# Managing Finance

## 1. Debtor Days



## 2. Self-created Funds



## 3. Unit Costs



## 4. Net Equity Position



05

## Cashflow KPIs

# Managing Cashflow

## 1. Cash Balance



## 2. Days Cash Reserves



## 3. Working Capital



## 4. Creditor Days

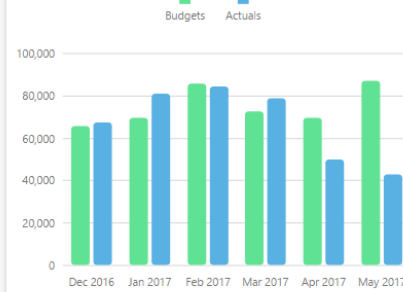


07

**Learn more  
about Calxa**

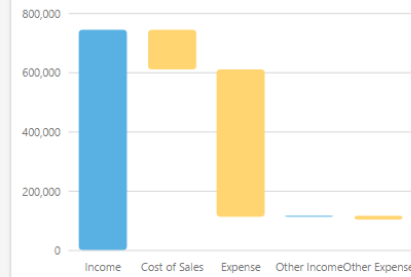
Calxa

### Monthly Income



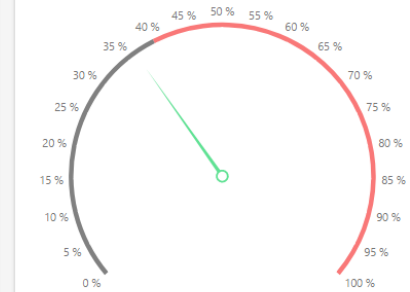
### YTD Net Profit

Jul 2016 - Apr 2017

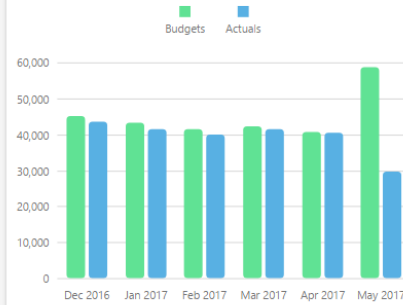


### YTD Wages to Turnover

Jul 2016 - Apr 2017

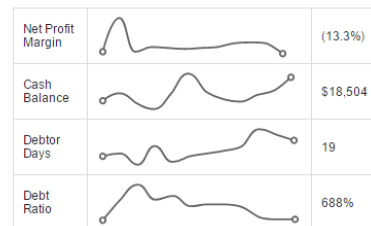


### Monthly Expenses

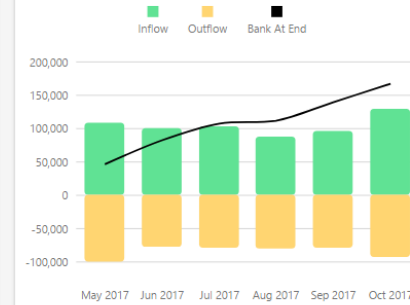


### Key Performance Indicators

May 2016 - Apr 2017



### Cashflow Forecast Chart



# 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

# KPIs for NFPs

Happy Reporting!

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