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Our dedicated team of over 100 people has helped more than 800 organizations optimize finance and accounting through software implementations, accounting outsourcing, and consulting.

AcctTwo has been recognized by Sage Intacct as its Partner of the Year from 2014 – 2018 and by our customers as a leader in overall satisfaction and popularity through their reviews on G2.

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SERVICES**  
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Go the last mile of your financial journey with Sage Intacct+ to create a customized application to fit your organization.

# CPE CREDIT FOR THIS COURSE

There are three things needed in order for you to receive CPE credit for the course you are attending:

1. Sign the sign-in sheet for each course.
2. At the end of each course, you will receive a reminder to complete your course survey, and it will have a link to all surveys. Please only fill out the one for the course you just attended. You can also do this after the event if you don't have time in between sessions. And PLEASE don't forget to include your name, so we will know who to give credit to.
3. There will also be printable certificates available for you to download at the end of the conference. Please be sure to attend our last session to find out more!

Without these items we are not properly able to credit you for this course.

# SESSION OBJECTIVES

At the end of this session you will be able to understand the following KPI's:

- Donor Metrics
  - Online Gift %
  - Donation Growth – Seasonal Data
  - Donor Growth (Year over Year)
  - Donor Retention Rate – % of donors who continue to donate to your mission after 1<sup>st</sup> gift
  - Recurring Gift %
- Fundraising ROI
  - Calculate gain on money invested in fundraising efforts
  - Fundraising Expense %
  - Donor Acquisition Costs (DAC)
- Outreach / Program Metrics
  - Outreach - Attendance
  - Outreach – Program Metrics



# STEPHEN STRACK

**Solution Architect**  
**AcctTwo**

Stephen Strack received his BA in Information Technology Services from the University of Texas at Dallas. Stephen currently works as a Solution Architect for AcctTwo. In his free time, Stephen enjoys sports, board games, and all things technology.





# BRENDA JACINTO

**Director, Managed Accounting Services  
AcctTwo**

Brenda Jacinto received her BBA in Accounting from Texas Woman's University. She is an accounting professional with over 20 years of combined experience in public, corporate and not-for-profit accounting. Her experience includes over 17 years serving non-profits such as Make A Wish Foundation of North Texas, international mission organizations and church organizations. Brenda joined AcctTwo in 2016 and is currently the Director of Finance for Managed Accounting Services.



# KPI'S

# KEY PERFORMANCE INDICATORS



# WHY ARE KPI'S IMPORTANT?

In business, the universal language of success is profit. For non-profits the measurement of success is not as easily understood.

Let's explore Key Performance Indicators and their role in the success of a non-profit.



# WHY TRACK?

You can track anything! But not everything should be tracked, ideally only KPI's that are “actionable”.

What information will help you make key decisions that will help your organization grow. With that said a metric should be an easy repeatable metric that gives you insight. Starting with the end in mind helps you narrow down metrics.

Relevant Key Performance Indicators will help you do the following:

- Follow trends
- Allow you to make decisions
- Adapt to changes
- Forecast
- Visibility to patterns

# OUTREACH METRICS





# OUTREACH METRICS

How do you measure what matters?

Tracking your performance against your stated mission is important in determining your non profits success, as well as measuring mobilization of resources and people.

In short Measured Metrics = Insight.





# OUTREACH METRICS



# OUTREACH METRICS

## CHURCHES

- # of Baptism
- # of Meals Served
- Group Participation
- # of FTEs as compared to attendance

## HOMELESS SHELTER

- Meals served
- # of Beds Filled
- Family count vs Individuals

## COMMUNITY HEALTH

- # of Health Screenings
- Care Management
- Community Health Education

## MISSION SENDING ORGANIZATION

- # of Missionaries
- # of Mission Trips
- # of Trip Participants
- Trips by Region

# DONOR METRICS



# DONOR METRICS

Donations are cyclical in nature thus having an intimate understanding of your donor giving cycle and how it lines up with your internal benchmarks is critical.

- **Online Gift %**
  - Have you removed obstacles in giving? Is it as easy as possible to give? Is the % going up, flat?
  - Online Gift Total / Total Gifts ; upward trend especially after system changes or communication
- **Donation Growth**
  - Tracking gifts over a span of time to ensure fundraising goals are met
  - Following trends in giving Month over Month, Year over Year giving allows you to forecast and keep a pulse on the future
- **Donor Growth (Year over Year)**
  - Are you adding new donors? At what rate are new donors engaging? Is this better than last year, worse? This is a leading indicator for your organization
- **Donor Retention Rate**
  - # of donors who gave last year AND this year / # of Total Donors
  - What % of donors continue to donate to your mission after 1<sup>st</sup> gift, 2<sup>nd</sup> gift? Are they scheduled for recurring gifts?
  - Develop new strategies for retention – marketing your impact, launching campaigns,
- **Recurring Gift %**
  - # of donors with recurring gifts / # of total gifts
- **Average Gift Size Growth**
  - Measures the % of growth in your average gift size has increased over a specific period



# FUNDRAISING METRICS





# FUNDRAISING KPI'S

- Calculate gain on money invested in fundraising efforts
- Fundraising Return on Investment (ROI)
- Fundraising Cost
- Donor Acquisition Costs (DAC)
- Cost per Dollar Raised (CPDR)



# FUNDRAISING METRICS

Donations are cyclical in nature thus having an intimate understanding of your donor giving cycle and how it lines up with your internal benchmarks is critical.

- Fundraising Return on Investment (ROI)
  - Divide Revenue by Expenses
  - A number greater than one indicates effectiveness of strategic changes implemented to increase revenue
  - Evaluates marketing and fundraising initiatives
  - Very similar to CPDR
- Fundraising Costs
  - Fundraising Expenses divided by Total Revenues
  - Example \$55,000 Fundraising Expenses, \$365,000 Revenue Raised = Fundraising Costs is .15 per dollar raised
- Donor Acquisition Costs (DAC)
  - Cost of all marketing and appeals divided by # of donors acquired over a given period
- Cost per Dollar Raised (CPDR)
  - Divide Expenses by Revenue for specific campaign/fundraiser
  - Did you come out ahead? Break Even? Lose Money?
  - Helpful if you are in expense cutting mode

# CREATING KPI'S



# CREATING THE DATA

- Financial data
  - Data likely already available in Intacct
- Statistical Data
  - Data can be inputted via statistical journal entries

# CREATING THE DATA - ATTENDANCE

- Statistical Journal Entry
  - Recurring, but varying values
- Different fields and prerequisites than financial transactions

Statistical Journal Entries

Post Draft Post & new Draft & new Cancel More actions

Transaction number  
New

Journal \*  
Attendance--Attendance

Date \*  
01/13/2019

Reverse date

Description \*  
Attendance

Comment

Reference number

Attachments

Entries [Show defaults](#) [What can I do here?](#)

	Doc	Statistical account *	Increase	Decrease	Ministry	Campus	Memo	
≡	1	90000--Attendance	987.00			Northeast--Northeast	Attendance	+
≡	2							+
Total			987.00	--				

# GROUPING THE DATA – ATTENDANCE

- Name
- Normal balance
- Structure Type
- Calculation method
- Account selection

### Account Group Information

**Name \***

**Display on report as**

**Display total line as**

**Normal balance**

**Structure type** ⓘ

**Calculation method**

#### Specify statistical accounts to include

Select range from accounts or use account #

**From account**

**To account**

Statistical Account Group contain accounts with non-financial data, such as hotel rooms or deal size. They're typically used in computations to obtain business metrics such as revenue per room or average deal size.

#### Group members

≡ 90000--Attendance ×

# CREATING THE DATA – FUNDRAISING COST

## Fundraising Expenses

---


### Contributions

- Requisite financial data likely already exists
  - Contributions and expenses are already inputted into Intacct
  - Must determine what GL/dimensional activity to include



# GROUPING THE DATA – FUNDRAISING COST

Fundraising expense account group:

Structure type 

Accounts

Calculation method

For period

Specify accounts to include

Select range from accounts

or use account #

From account

51460--Fundraising Events

51460

To account

51480--Donor Recruitment

51480


Specify one or more accounts or account ranges. Select from the drop-down list or type the account number. Adding a new account within the numerical range will be included in the group.

Add

Single account range included, but including multiple account ranges is feasible.

# GROUPING THE DATA – FUNDRAISING COST

Contributions account group:

Structure type 

Accounts

Calculation method

For period

Specify accounts to include

Select range from accounts	or use account #
From account	
40000--Giving - Recurring	40000
To account	
40010--Giving - One Time	40010

Specify one or more accounts or account ranges. Select from the drop-down list or type the account number. Adding a new account within the numerical range will be included in the group.

Add

# GROUPING THE DATA – FUNDRAISING COST

## Fundraising Cost Computation Account Group

Structure type ?

Computation

Specify computation formula

Account group

Account group

Account Group \*  $\div$  Account Group \*

FBFC Fundraising Expenses

FBFC Contributions

You can mix and match account groups, accounts, or constants in your formula.

Formula:

Example: Enter Net income / sales to compute profit margin.

Computation on 'account' type account groups displayed, but computations on 'computation' account groups is feasible.

# CREATING THE DATA – AVERAGE GIVING SIZE GROWTH

## AVERAGE GIVING SIZE

Contributions

# of Gifts

## AVERAGE GIVING SIZE GROWTH

Average Giving Size CM – Average Giving Size PM

Average Giving Size PM

- Requisite contribution financial data likely already exists
- # of Gifts entered as statistical entries
- Must determine what GL/dimensional activity to include



# CREATING THE DATA – NUMBER OF GIFTS

- Statistical Journal Entry
  - Recurring, but varying values
- Different fields and prerequisites than financial transactions

## Statistical Journal Entries

Transaction

History

Transaction number  
2

Book(s)  
ACCRUAL

Description  
Gifts Feb 2019

Reference number  
--

☐ test

Last modified by  
ExtUser|accttwo|sstrack

Journal  
STAT

Attachment  
--

Last modified date and time  
02/21/2020 05:57:00 PM

Posting date  
02/21/2019

State  
Posted

Entries

# DISPLAYING KPI'S

# KPI DISPLAY METHODS

Financial Reports

Custom Reports

Dashboards - Performance Cards

Graphs

# DASHBOARDS – ADDING PERFORMANCE CARDS

Component properties

Save Cancel Help

Component type  
Performance card

Specify the timeframe. This also determines the comparison timeframe.

Appearance Filters

Title \*  
Monthly Attendance

Account group \*  
FBFC Attendance

Reporting period  
Current Month

Show as ?  
Number

Rounding ?  
Whole number

Reporting book  
Single Accrual

A performance card reports on an account group ?

Comparison

Compare to ?  
Period

Prior period

Icon  
Arrow Green

When performance card exceeds comparison. (such as Red when expenses exceed budget)

Show  
Period difference

Grouping

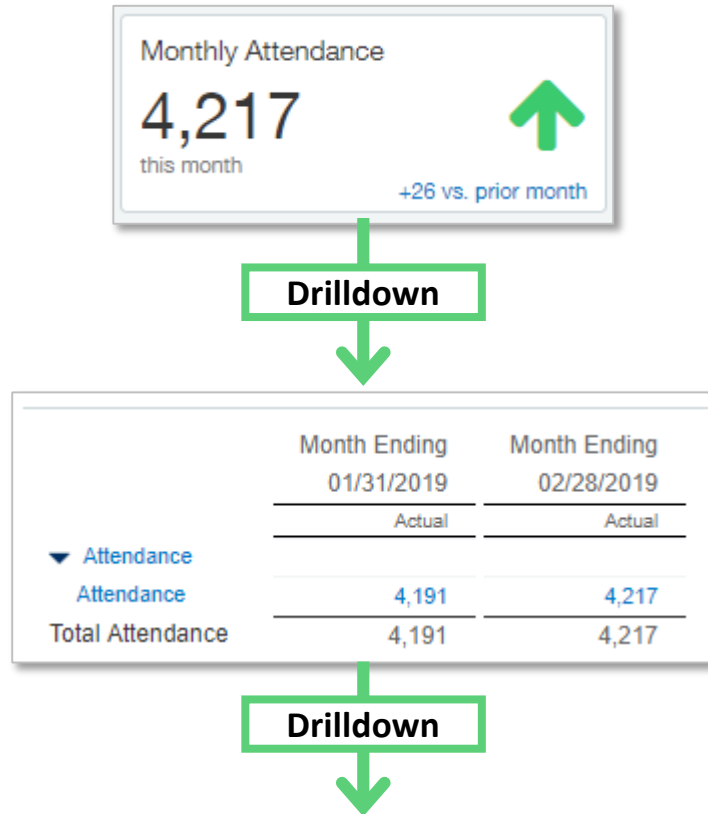
Group  
Performance cards

Compare to the last month, or 12 months ago for a year-over-year comparison.

Determine the performance card formatting when the value is greater than the comparison period.



# DASHBOARDS – DISPLAYING PERFORMANCE CARDS



## PROS

- Provides the KPI in a straightforward, accessible format
- Comparison provided against another period
- Drilldown capability available

## CONS

- Limited detail without drilldown

# DASHBOARDS – AVERAGE GIFT SIZE GROWTH KPI

## Performance Card Settings

**Appearance** **Filters**

**Title \***  
Average Gift Size

**Account group \***  
Average Gift Size

**Reporting period**  
Current Month

**Show as ?**  
Amount with currency

**Rounding ?**  
Whole number

**Reporting book**  
Single **Accrual**

**Comparison**

**Compare to ?**  
Period 12 periods ago

**Icon**  
Arrow Green when performance card exceeds comparison. (such as Red when expenses exceed budget)

**Show**  
Percent change

**Grouping**

**Group**  
Performance cards



- Shows the average gift size and the growth, assuming 'Percent change' is selected.
- Comparison provided against another period

# DASHBOARDS – PERFORMANCE CARDS – NO DRILLDOWN

Building the account group:

Structure type ?

Computation

Specify computation formula

Account group

Constant

Account Group \*

x

Constant \*

Payroll Expense

1

Building the performance card component:

Appearance Filters

Dashboard filtering

Prevent

# DASHBOARDS – PERFORMANCE CARDS – NO DRILLDOWN

Building the account group:

Structure type ?

Computation

Specify computation formula

Account group

Constant

Account Group \*

x

Constant \*

Payroll Expense

1

Building the performance card component (optional filter):

Appearance Filters

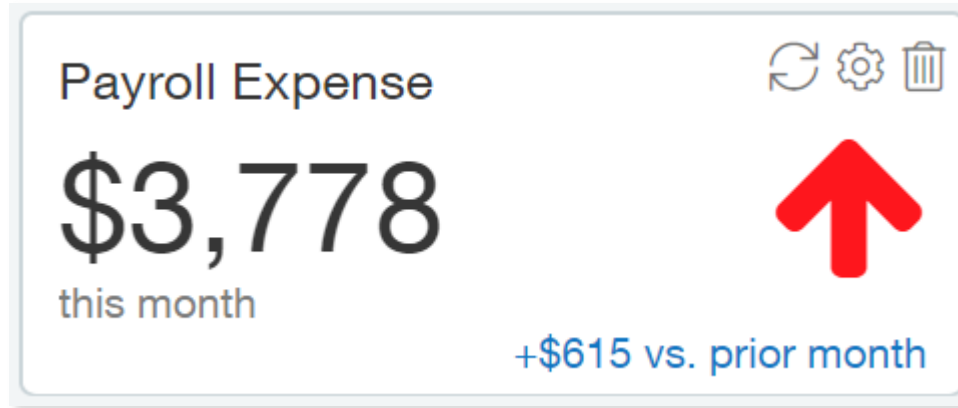
Dashboard filtering

Prevent

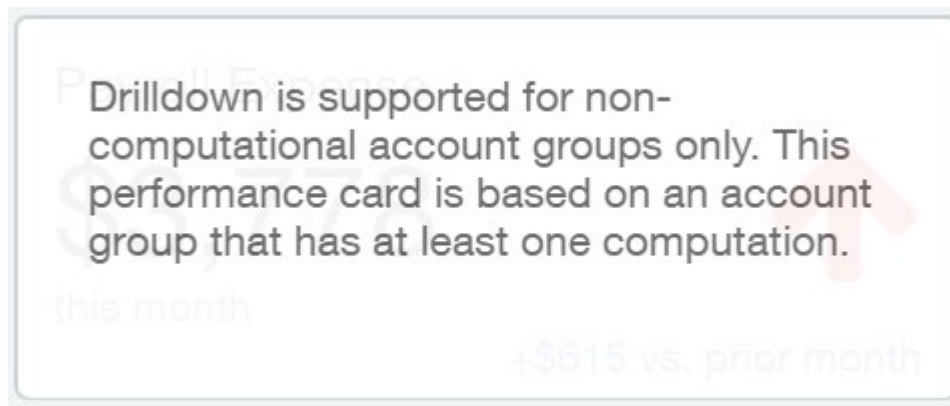


# DASHBOARDS – PERFORMANCE CARDS – NO DRILLDOWN

Displaying the performance card:

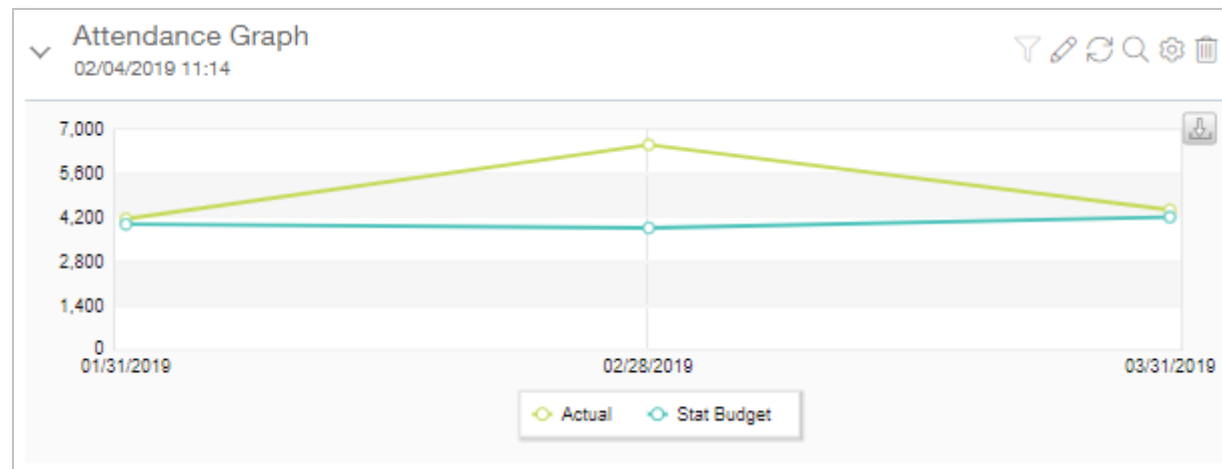


Result when drilldown is attempted:



# DASHBOARDS – DISPLAYING CHARTS

Attendance chart output:



# REPORTS – FUNDRAISING COSTS

Building a graph KPI:

**General Ledger Graph - New Graph** New look coming soon

Name

GIK ☐

Status Active ▼

**Primary data series**

Reporting periods ▼

Trend comparison ☒

Current Year ▼

Expand into None ▼

Show trend for -4 periods ▼

▶ Compare data series

**Additional parameters**

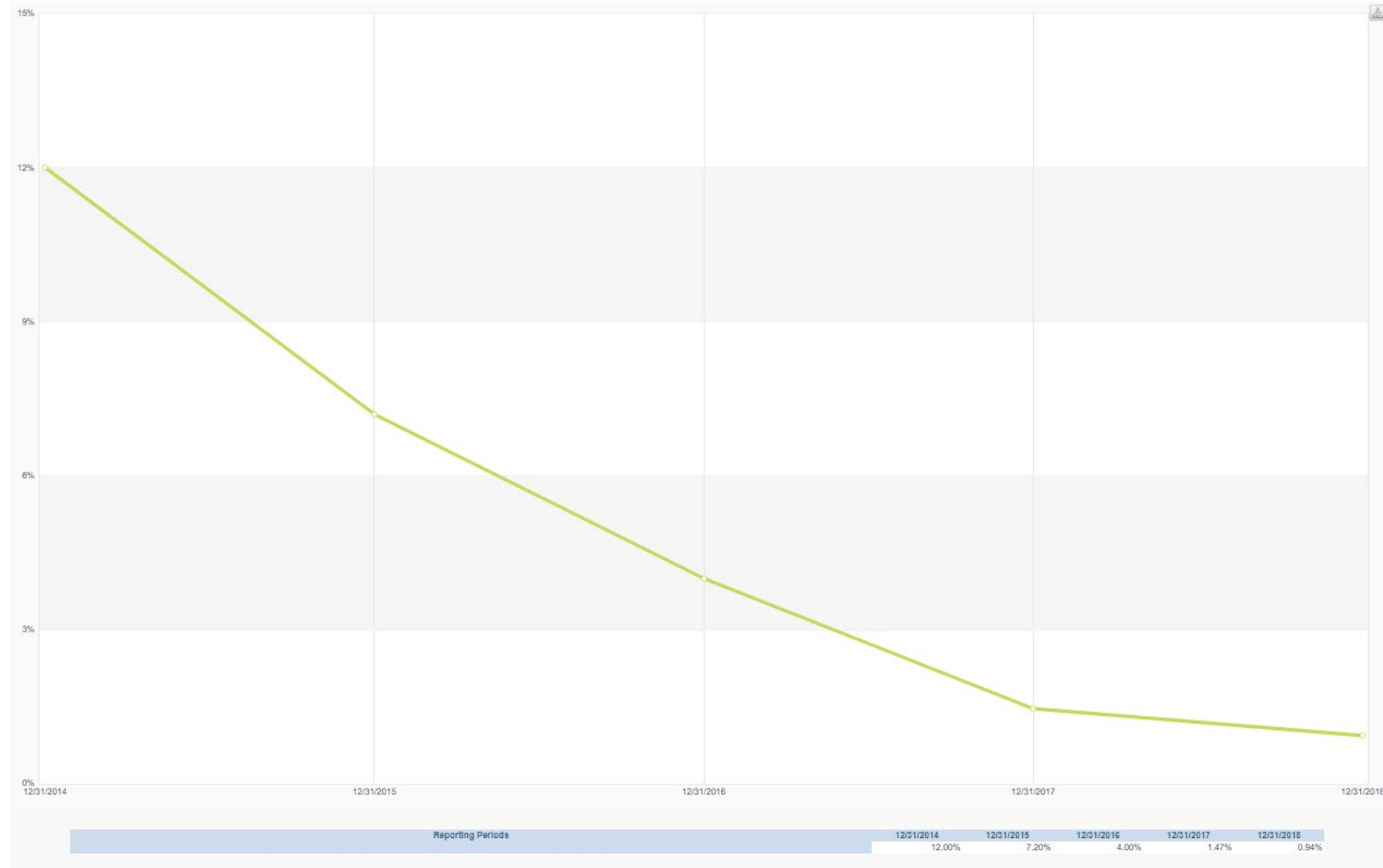
Reporting period -- selected as data series --

Account group

Values

# REPORTS – FUNDRAISING COSTS

KPI graph output:





# MISSION-SUPPORT MISSION-SUPPORT

A Collaborative for Excellence in Nonprofit Operations

An online community where you can:

- Collaborate on solutions and best practices
- Participate and share your experience
- Stay informed on the latest trends and industry news
- Network with mission-oriented people just like you

*Contact: Glen Strack | 713.744.8430 | [gstrack@accttwo.com](mailto:gstrack@accttwo.com)*

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**QUESTIONS?**