CUBE84

The Nonprofit Executives’ Guide to Outcome-Driven Reports

Wondering what metrics to track?
Our guide will help you pick
the metrics that matter the most.

In today’s data-driven nonprofit landscape, reporting isn’t optional — it’s essential. Senior and middle management need access to clear, outcome-focused reports to make smarter decisions, demonstrate accountability to funders, and drive strategic success.

This blog outlines the most valuable types of reports, grouped by priority and relevance.

MUST-HAVE REPORTS

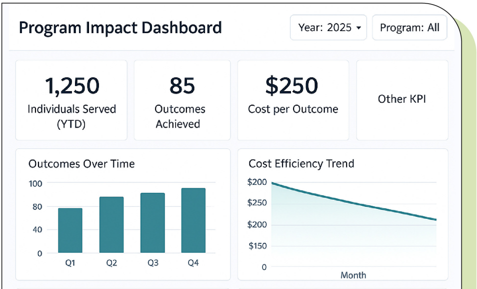
These reports are non-negotiables — every nonprofit leadership team should track them regularly.

1. PROGRAM IMPACT REPORT

Audience: Executive Director, Program Director

Answers: Are we delivering meaningful results to our beneficiaries?

Key Metrics:
- Number of individuals served
- Outcome milestones achieved
- Cost per outcome
- Geographic or demographic breakdown



Program Impact Dashboard

Year: 2025 ▾ | Program: All

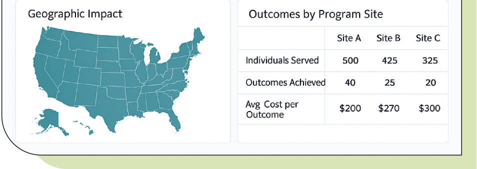
1,250	85	$250	Other KPI
Individuals Served (YTD)	Outcomes Achieved	Cost per Outcome	

Outcomes Over Time

100
80
40
0
Q1
Q2
Q3
Q4

Cost Efficiency Trend

$200
$250
$200
$150
0
Month


Geographic Impact

Outcomes by Program Site

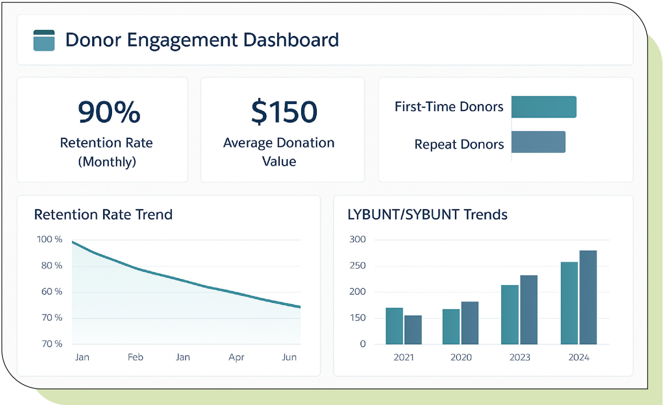
	Site A	Site B	Site C
Individuals Served	500	425	325
Outcomes Achieved	40	25	20
Avg Cost per Outcome	$200	$270	$300

2. DONOR RETENTION & REVENUE REPORT

Audience: Fundraising Lead, Executive Team

Answers: Are we keeping our donors engaged and growing revenue?

Key Metrics:
- Retention rate (monthly, yearly)
- Average donation value
- First-time vs. repeat donors
- LYBUNT/SYBUNT trends


Donor Engagement Dashboard

90% Retention Rate (Monthly)

$150 Average Donation Value

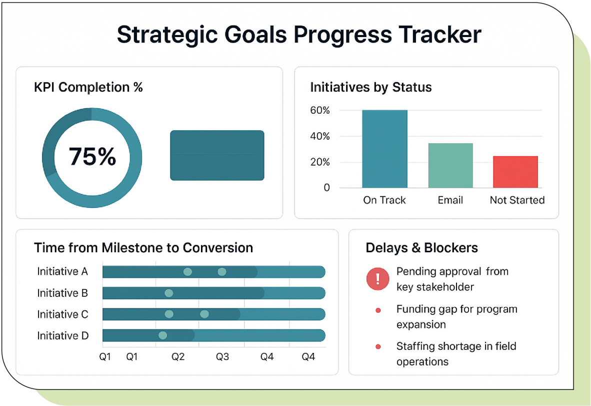
First-Time Donors
Repeat Donors
Retention Rate Trend
100 %
80 %
60 %
70 %
70 %
Jan
Feb
Jan
Apr
Jun
LYBUNT/SYBUNT Trends
300
250
200
150
0
2021
2020
2023
2024

4. STRATEGIC GOALS PROGRESS TRACKER

Audience: Executive Leadership, Board

Answers: Are we on track with the organization’s strategic plan?

Key Metrics:
- KPI completion %
- Initiative/milestone tracker
- Delays & blockers



Strategic Goals Progress Tracker

KPI Completion %

Initiatives by Status

Time from Milestone to Conversion

Delays & Blockers

- Pending approval from key stakeholder
- Funding gap for program expansion
- Staffing shortage in field operations

GOOD TO HAVE REPORTS

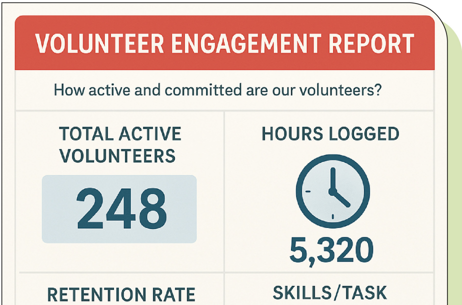
These reports provide valuable mid-level insights that support daily operations and decision-making.

1. VOLUNTEER ENGAGEMENT REPORT

Audience: Volunteer Manager, HR

Answers: How active and committed are our volunteers?

Key Metrics:
- Total active volunteers
- Hours logged
- Retention rate
- Skills/task alignment



VOLUNTEER ENGAGEMENT REPORT

How active and committed are our volunteers?

TOTAL ACTIVE VOLUNTEERS

248

HOURS LOGGED

5,320

RETENTION RATE

SKILLS/TASK

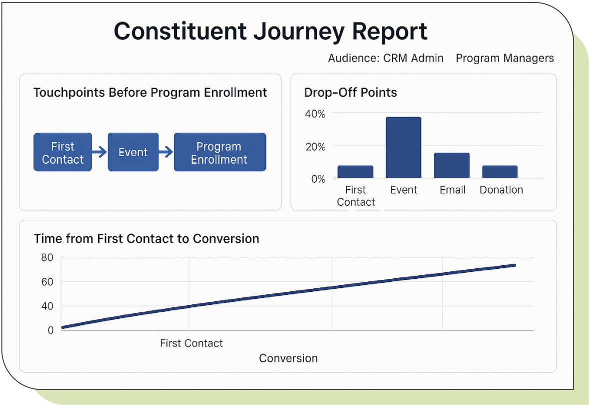
ALIGNMENT
87%

2. CONSTITUENT JOURNEY REPORT

Audience: CRM Admin, Program Managers

Answers: What does a typical engagement path look like? Where do we lose people?

Key Metrics:
- Touchpoints before program enrollment
- Drop-off points
- Time from first contact to conversion

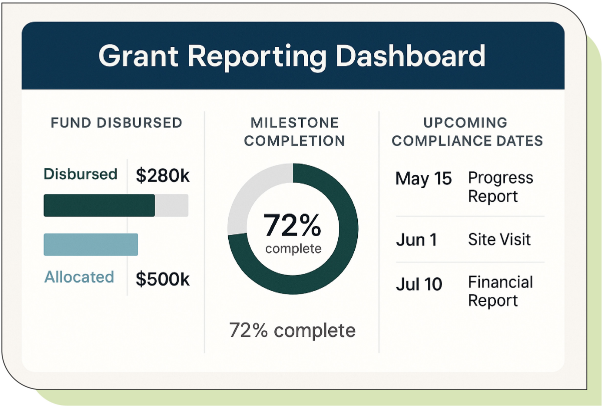


3. GRANT REPORTING DASHBOARD

Audience: Grant Manager, Finance

Answers: Are we delivering on our grant commitments and timelines?

Key Metrics:
- Fund disbursed vs. allocated
- Milestone completion status
- Upcoming compliance/reporting dates



ADVANCED / STRATEGIC REPORTS

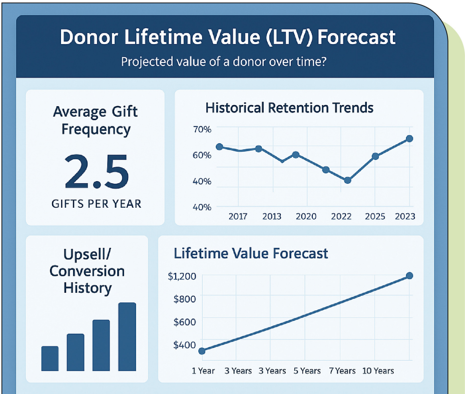
Best for mature organizations with the capacity to go deeper and more predictive.

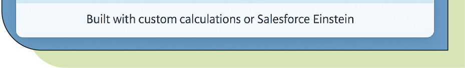
1. DONOR LIFETIME VALUE (LTV) FORECAST

Audience: Development Director, Executive Team

Answers: What is the projected value of a donor over time?

Key Metrics:
- Average gift frequency
- Historical retention trends
- Upsell/conversion history
- Built with: Custom calculations or Salesforce Einstein



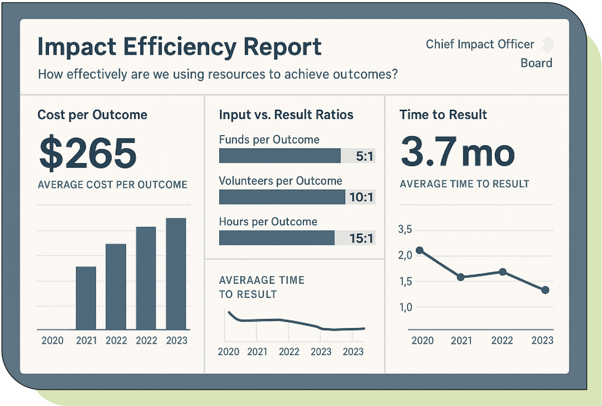

Built with custom calculations or Salesforce Einstein

2. IMPACT EFFICIENCY REPORT

Audience: Chief Impact Officer, Board

Answers: How effectively are we using resources to achieve outcomes?

Key Metrics:
- Cost per outcome
- Input vs. result ratios
- Time to result

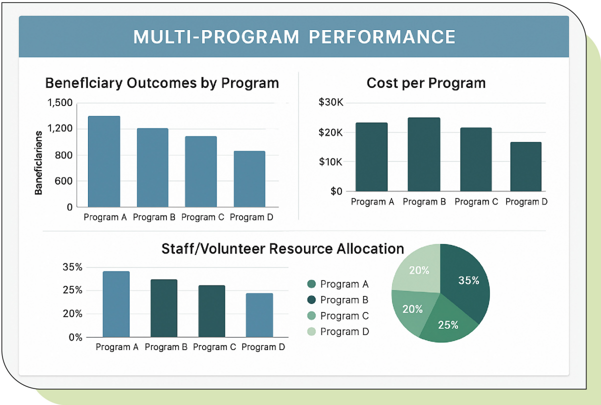

Impact Efficiency Report
How effectively are we using resources to achieve outcomes?
Chief Impact Officer
Board
Cost per Outcome
$265
AVERAGE COST PER OUTCOME
2020
2021
2022
2022
2023
Input vs. Result Ratios
Funds per Outcome
5:1
Volunteers per Outcome
10:1
Hours per Outcome
15:1
AVERAAGE TIME
TO RESULT
2020
2021
2022
2023
2023
Time to Result
3.7 mo
AVERAGE TIME TO RESULT
3,5
2,0
1,5
1,0
2020
2021
2022
2023

3. MULTI-PROGRAM PERFORMANCE DASHBOARD

Audience: Executive Director, Program Heads

Answers: Which programs are performing better than others and why?

Key Metrics:
- Beneficiary outcomes by program
- Cost per program
- Staff/volunteer resource allocation



CONCLUSION

Having access to the right reports isn't just helpful — it's transformative. Whether you're presenting to the board, preparing a grant report, or making weekly decisions, these reports ensure your organization stays mission-aligned, data-driven, and funder-ready.

Tools like Salesforce Nonprofit Cloud make it possible to automate and visualize all of these in real-time. Start with the Must-Haves and build up — you don't need to do everything at once.

WANT TO SEE IT IN ACTION?

At CUBE84, we specialize in helping nonprofits unlock the full power of Salesforce Nonprofit Cloud. From configuring PMM and setting up dashboards, to integrating donor and grant workflows — we're here to help your data tell your story.

Ready to build reports that matter? **Book a Free Discovery Call**