



NON PROFIT SNAPSHOT™

Verses & KPI's

Verse

KPI

Intimacy with Jesus:

And He said to him, "YOU SHALL LOVE THE LORD YOUR GOD WITH ALL YOUR HEART, AND WITH ALL YOUR SOUL, AND WITH ALL YOUR MIND." This is the great and foremost commandment. — Matthew 22:37-38

[time in the Word / quality prayer time / attending small group / corporate worship]

Marriage:

And the two shall become one flesh; so then they are no longer two, but one flesh. Therefore what God has joined together, let not man separate. — Mark 10:8-10

[quality time together / communication / praying together / time for fun]

Husbands, ask your wife: *Do you feel heard, pursued and cherished?*
Wives, ask your husband: *Do you feel heard, respected and cherished?*

Children:

Train up a child in the way he should go; even when he is old he will not depart from it. — Proverbs 22:6

[1 to 1 quality time / awareness of their triumphs and struggles / affirm them and seek their forgiveness]

Staff:

And we urge you, brothers, admonish the idle, encourage the fainthearted, help the weak, be patient with them all. — 1 Thessalonians 5:14

[annual staff turnover rate / cultural fit with values / Get it, Want it, Capacity for it (GWC)]

Volunteers:

"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms." — 1 Peter 4:10

[volunteer recruitment and development]

Growth & Impact:

"His master said to him, 'Well done, good and faithful servant. You have been faithful over a little; I will set you over much...'" — Matthew 25:21

[YOY rev growth / % of recurring rev / # new customers / % rev from top 3 customers]

Marketing:

Behold, I will do something new. Now it will spring forth; Will you not be aware of it? I will even make a roadway in the wilderness — Isaiah 53:19

[customer acquisition cost as % of rev / # of leads / website traffic / lead conversion rate]

Operations:

But all things should be done decently and in order. — 1 Corinthians 14:40

[gross margin % and trends / inventory turnover rate / vendor challenges / OH as % of revenue]

Finances:

For which of you, desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it? — Luke 14:28

[EBITDA / cash flow / debt levels / internal controls]

Leadership:

Shepherd the flock of God that is among you, exercising oversight, not under compulsion, but willingly, as God would have you; not for shameful gain, but eagerly; not domineering over those in your charge, but being examples to the flock. — 1 Peter 5:2-3

[aware of your strengths and weaknesses / 30 day growth / Revenue dependent on you?]