

# KPIs for Nonprofits

## USING MANAGED IT SERVICES

### MEASURE YOUR DONOR ENGAGEMENT SUCCESS



#### RESPONSE RATE TO COMMUNICATIONS

The percentage of donors who respond to emails, calls-to-action, or other outreach efforts.

##### How IT Supports It:

MSPs optimize communication platforms, such as CRMs and email servers, to enable personalized, timely outreach and ensure reliable delivery of messages, improving donor engagement rates.

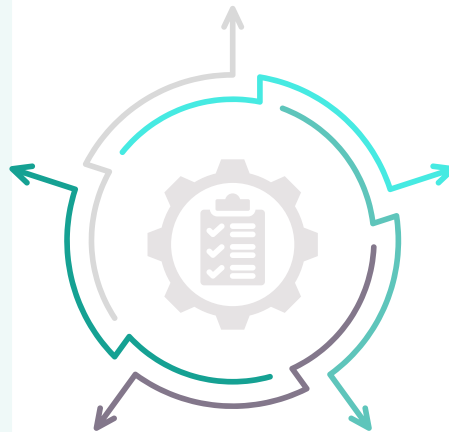
#### CAMPAIGN ROI AND SCALABILITY



The financial return and technical readiness of campaigns, calculated by revenue generated and IT system performance.

##### How IT Supports It:

MSPs streamline IT systems, optimize resource utilization, and provide scalable infrastructure to support high-traffic campaigns, ensuring seamless donor interactions and maximizing revenue.



#### CYBERSECURITY EFFECTIVENESS

The ability to prevent and respond to cybersecurity incidents that protect donor data and organizational trust.

##### How IT Supports It:

MSPs implement advanced cybersecurity measures, including firewalls, encryption, and intrusion detection systems, and provide rapid incident response to minimize risks and ensure donor confidence.

#### SYSTEM UPTIME DURING CRITICAL CAMPAIGNS



The percentage of time IT systems remain operational and available during key fundraising periods or campaigns.

##### How IT Supports It:

MSPs provide proactive monitoring, scalable IT infrastructure, and 24/7 support to maintain system performance during high-demand periods, preventing disruptions.



#### STAFF IT SUPPORT TICKET RESOLUTION TIME

The average time taken to resolve IT issues reported by nonprofit staff.

##### How IT Supports It:

MSPs deliver efficient IT helpdesk support to address issues promptly, minimizing operational downtime and allowing nonprofit teams to focus on mission-critical tasks.