



2025 Strategic Goals and KPIs Development Team

Strategic Goals

Development Associate

1. Standardize and implement reporting processes that enable 95% of reports to be prepared and distributed within 5 business days of period close with a resulting reduction of 15% in clarifying questions and no critical issues identified
2. By the end of the FY, professionally assist in the execution of the annual event calendar by managing all event-related logistics for a minimum of two major donor special events. This will be measured by two key outcomes:
 - a. A 95% data accuracy rate for event attendee information, ensuring all attendees are properly tracked and tagged for follow-up
 - b. 100% on time completion rate for all event-related follow-up tasks
3. By the end of the next FY, increase public awareness of Habitat's community development efforts baseline (measured by pre/post surveys or media mentions), and create a metric tool for measuring community engagement with our impact stories across key digital communication channels.

Grants Manager

1. Standardize and implement reporting processes that enable 95% of reports to be prepared and distributed within 5 business days of period close with a resulting reduction of 15% in clarifying questions and no critical issues identified.
2. By the end of FY, increase the organizations total grant revenue by a minimum of 2.5%. This will be achieved by expanding our grant pipeline through the identification and qualification of a 5% increase in new grant prospects with a minimum of 100% of those new prospects receiving a grant application submission
3. By the end of Q2, fully implement a new grant writing tool to increase the number of submitted grant applications and reduce the average application research time by 10%.

Development Director

1. By the end of Q1, 100% of all departments will have identified, documented, and actively begun tracking at least 4 relevant KPI's directly linked to their operational efficiency and strategic objective with initial data collection and a plan for monthly

evaluation processes established to ensure consistent accountability and continuous improvement across the organization

2. Create and manage a calendar of donor events.
 - a. Achieve a 1:2 ROI for donor events
 - b. Realize a 15% increase in first-time event attendees converting to donors within 90 days
 - c. Realize a 5% increase in annual giving from existing donors who attend events
3. Achieve a 90% satisfaction rate among department and program managers regarding clarity, fairness, and responsiveness of a new resource allocation system, enabled by the successful integration of a new technology tool by the end of the fiscal year.
4. Achieve a 5% growth in unrestricted net assets by the end of Q4.
5. By the end of the next FY, strengthen community trust and engagement by enhancing visibility and participation, measured by a 5% rise in new partnership and support inquiries and participation in at least two to four key community events.

Development Team KPIs

1. Revise and implement all identified policies by the end of Q4. Our focus will be on fully integrating these updates into our workflows, driving 95% staff awareness, and achieving zero compliance discrepancies.
2. Once acknowledgement procedures are established, complete acknowledgements 2x/week.
3. Research one new grant per month.
4. Team meets with funders in person 3x/month.
5. Team gets 5 new funders per month.