

The DMA Nonprofit Association is introducing the **DMA Nonprofit Dashboard**. This tool provides snapshot transparency of relevant metrics to donors who otherwise look to third party reporting sites. While most of the information on the Nonprofit Dashboard is already available on an organization's website within annual reports, etc., many donors and other constituents prefer quick views over poring through multi-page online publications. DMANF Nonprofit members are strongly encouraged to take the industry lead in adopting the Nonprofit Dashboard into its annual public reporting.

As part of this initiative, DMANF evaluated opportunities to include qualitative – as well as quantitative – reporting within the Dashboard to share, in a very public-friendly way, organizational priorities, progress against short- and long-term goals, and obstacles to success. Charting Impact, an initiative led by the BBB Wise Giving Alliance, GuideStar USA, and Independent Sector, does exactly this. Many organizations are already using Charting Impact as part of GuideStar Exchange. DMANF therefore is coordinating with GuideStar to promote Charting Impact and to explore future opportunities for shared efforts in this area.

Instructions to DMANF nonprofit members:

- a. Complete the DMA Nonprofit Dashboard with 3-years of quantified performance across 8 metrics. Numbers reported in the Nonprofit Dashboard should be consistent with audited financial statements and other published service reports, as applicable.
- b. Post the Nonprofit Dashboard on your website.
 - Post the dashboard with your annual report, audited financials, etc. That's where donors will naturally navigate to find this type of information. This should be no more than two clicks from your home page.
 - Include a link on other pages highly trafficked by donors, e.g., a donors services FAQ page.
 - Use the term "Nonprofit Dashboard" when referring to or linking to this graph. Together we will build name recognition over time.
 - Educate your donor services staff to direct donors to this new resource.
- c. Complete a [Charting Impact report via Guidestar](#). Charting Impact helps your organization tell your story in an accessible, concise way by answering five simple yet powerful questions. DMANF is encouraging members to use this functionality within Guidestar and link to it from your Dashboard.
- d. Ongoing: Update most recent year numbers annually, when your new annual report and audited financials are made available to constituents.

Thank you for your leadership in adopting the Nonprofit Dashboard reporting tool as part of your organization's due diligence in providing complete, relevant, and easy to use information to the public. Your feedback is very important. We welcome suggestions to ensure the Nonprofit Dashboard a useful tool for your organization and your supporters. Email to AOSgood@the-dma.org.