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Make Your Data Work For You: Accounting For Success

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Session CPE Requirements

- You need to attend 50 minutes to receive the full 1 CPE credit.
- There will be 4 polling questions throughout the presentation. You must respond to a minimum of 3 to receive the full 1 CPE credit.
- ****Both requirements must be met to receive CPE credit.****



Learning Objectives

- Identify what key performance indicators (KPIs) are and how they are distinct to each organization
- Recognize how to select a technology deck and integrate these systems
- Describe how to automate the nuts and bolts of the accounting function
- Outline how reporting on the KPIs can drive meaningful and strategic conversations and decisions



Speakers



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What Are Key Performance Indicators (KPIs)?



*Measuring
performance against
predefined goals*



2 pieces:

- Metric – how many calls were made to potential donors?
- Performance against a goal –
What is our target number?
How many of those calls converted to a donation?



SMART Framework



KPI Examples

Growth, budget,
surplus/deficit

Cash flow

Revenue mix

Functional
allocation of
expenses ratios

Member/donor
retention or
conversion
rate/cost

Event ROI

Website views
and email open
rate

Employee
satisfaction,
member/donor
satisfaction



Take Aways

KPIs are *distinctive* to your organization

The *one digital ecosystem* (accounting systems) need to be set up in a way to provide this information

They may *not all* be financial in nature

Drive strategic *plans* and *conversations*

Change over time



Polling Question

How favorable are current U.S. economic conditions for your organization?

5 = Very favorable

4 = Favorable

3 = Neutral

2 = Unfavorable

1 = Very unfavorable



What Is a Chart of Accounts?



Definition and purpose

A Chart of Accounts (COA) systematically categorizes financial transactions with strategic numbers for easy identification.

Financial reporting role

The COA verifies consistent transaction recording, enabling accurate financial statements and audit processes.

Budgeting and resource allocation

COA supports budgeting by tracking actual versus budgeted expenses for effective resource management.



Why COA Structure Matters



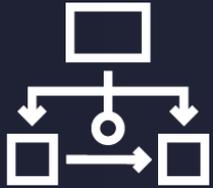
Clear financial reporting

Reduces errors and confusion

Enhances operational efficiency



Design a Scalable, Report-Friendly General Ledger



*Foundation of
financial
organization*



*Enhances
accurate
reporting*



*Supports
scalable
growth*



*Streamlines
fiscal
management*



Polling Question

How many accounts do you have in your chart of accounts structure?

- A. Too few
- B. Too many
- C. Just the right amount
- D. What is a chart of accounts?





Common COA Mistakes and Recommended Practices



Common Mistakes

- Excessive account creation
- Improper variance coding
- Overusing miscellaneous accounts
- Misalignment with reporting needs



Chart of Account – Design Strategic Practices



- Align with reporting needs
- Keep account structure simple
- Use dimensions/locations/classes for detail
- Regular COA evaluation and review



COA Flexibility - Use Dimensions, Not More Accounts

DIMENSION	PURPOSE
Department	Tracks activity by organizational unit
Program	Tracks activity by program or project
Class	Tracks activity by classification (e.g., grant, fund)
Fund	Tracks activity by funding source



COA Recommended Practices – Account Numbering Logic

CATEGORY	NUMBER RANGE	EXAMPLE ACCOUNT
Assets	1000–1999	Operating cash (1000)
Liabilities	2000–2999	Accounts payable (2000)
Net assets/equity	3000–3999	Retained earnings (3000)
Revenue	4000–4999	Program revenue (4000)
Expenses	5000–7999	Payroll expense (5000)



COA and GL Structure – Key Takeaways

- Importance of COA
- Simplification benefits
- Use of dimensions
- Strategic framework





Polling Question

How do you feel about your current systems and integrations?

- A. Great
- B. Good but could use improvement
- C. Not good but we have a plan
- D. Non-existent - HELP!



Enhance Automation and Integrations

Bank feeds

**Credit and
debit cards**

**Accounts
payable**

**Accounts
receivable**

**Recurring
entries**

**Bulk data
import**



Enhance Automation and Integrations



Payroll



Prepaid expenses



Undeposited funds

Enhance Automation and Integrations

Standardize your reporting

1 Include your KPIs

2 Consider the users of the financial information

3 Build custom reports based on needs

4 Build report packages to group those reports

5 Consider time periods being reported

6 Automate delivery



Polling Question

I would like someone from CLA to contact me to discuss the following service(s):

- Accounting project services
- Ongoing accounting services
- Systems selection and implementation
- Accounting and process assessment
- Not sure, but I need help
- Nothing at this time



Final Thoughts

Case studies:

1 – Moving to a more robust ERP and leveraging better structure and automation cut data entry by 80% and cut reporting time in half

2 – Consolidating systems streamlined processes, provided better information, and resulted in opportunities to expand operations

3 – More accurate data allowed for better analytics resulting in exponential growth



Thank You!

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