

MISSION

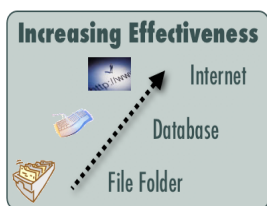
Build, distribute and support open source software that enhances the effectiveness of nonprofit and non-governmental organizations across the globe.

ACCOMPLISHMENTS

- Installed base of over 4,500 groups
- Released three major versions of CiviCRM (1.4—1.6)
- Developer community expanded from 100 in 2005 to over 250 in 2006.
- Consulting community expanded from 12 to 16 firms and individuals.

OVERVIEW

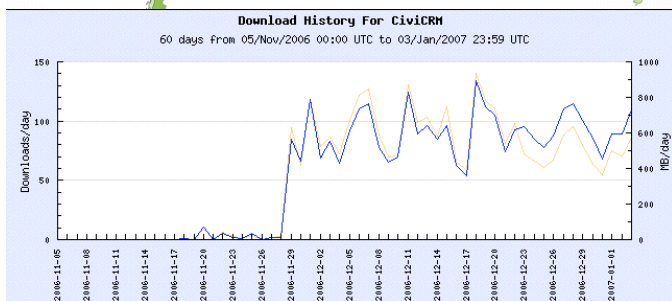
CiviCRM is the first open source constituent relationship management software. CiviCRM is web-based, internationalized, and designed specifically to meet the needs of advocacy, non-profit and non-governmental groups.



CiviCRM is a powerful contact and fundraising database that allows you to record and manage information about your various constituents including volunteers, activists, donors, employees, clients, vendors, etc. Keep track of transactions, conversations, events or any type of correspondence with each constituent and store it all in one, easily accessible and manageable source.

RAPID, VIRAL AND INTERNATIONAL GROWTH

CiviCRM is downloaded about 100 times per day by individuals and organizations across the globe.



The CiviCRM website sees over 5,000 unique visits per day. Our email list volume among active community members has increased from 10 messages per month in 2004, to over 300 in 2005 and over 500 in 2006. Our most recent release (CiviCRM 1.6) has been downloaded over 2,300 times, compared with CiviCRM 1.3 which saw only 1,200 downloads.

WHO IS USING CIVICRM?

Wikipedia. Managing over \$857,000 of contributions and powering a real-time donor recognition page.

Questbridge. Accepting and processing thousands of online scholarship applications connecting low-income students to colleges.

Democracy Project / Gill Foundation. Delivering an integrated fundraising and advocacy solution to over 300 small groups.

Compumentor / Techsoup. Managing organizational and individual CRM data for a network of dozens of international portals handling thousands of Microsoft and Cisco product donations.

Foundation for Prader-Willi Research. Managing fundraising including tracking donations, accepting online donations and running fundraising events.

Kabissa. Managing registration and CRM information for online community.

Bioneers. Handling online conference registration and ecommerce transactions.

Democrats.com. Collecting CRM data on 300,000 members of their online community.

Green Party of Canada. Offering each of 308 local ridings the tools to manage voter data.

Atlanta Audubon Society. Primary database for tracking membership info.

Kleercut campaign. Supporting advocacy site generating 1,000 activists per month.

British and Irish Graduates in America. Supporting online community for their membership organization.

WHO IS PARTNERING WITH CIVICRM?

CivicSpace. Created a pre-configuration of CiviCRM/Drupal offering small groups both free and paid fundraising, communication and organizing solutions.

CivicActions. Supported CiviMail improvements.

Four Kitchen Studios. Code contributions and testing.

Open Social Sites. Code contributions, testing and email support.

2007 GOALS

- (1) **Documentation.** Ease user learning curves by incorporating enhanced documentation in multiple formats (tutorials / manual / podcasts / screencasts / online help) as part of each release.
- (2) **Usability.** Engage with user experience experts to guide us in improving and simplifying the product. Incorporate usability design and testing as part of each release
- (3) **Stability.** Incorporate both unit tests, functional tests and load tests as part of each release. This should help reduce the number of minor releases per major release.
- (4) **Release Scheduling.** Formalize the release process and probably split releases into developer and user releases. Continue with release early, release often scheme.
- (5) **Financial Model.** Increase and diversify current income stream.

CIVICRM FEATURES

CiviCRM provides basic constituent relationship management (eCRM) functionality.

- Contacts (Individual, Organization, Household)
- Static groups of contacts
- Smart groups of contacts based on saved searches
- Relationships (employee, volunteer, etc.)
- Activities (email, phone calls, events, etc.)
- Tags
- Unlimited custom Fields
- Website integration (Drupal and Joomla)

CiviContribute is integrated with CiviCRM to handle donor management.

- Contributions
- Accept online donations
- Multiple payment processors (PayPal & Moneris)

CiviMail is integrated with CiviCRM to handle broadcast email communications with constituents.

- Create mass mailings to any CiviCRM group
- Track open rates
- Track hyperlink click throughs

CiviMember handles membership management and dues.

- Collect dues online
- Track expirations, renewals, etc.

Coming in 2007

- CiviReports. A reporting solution for CiviCRM data
- CiviEvents. Events management including payments.

TRANSLATIONS

CiviCRM has been translated into 19 languages. Any group can begin or contribute to a translation at any time.

- Brazilian Portuguese
- British English
- Canadian French
- Dutch
- Finnish
- French
- German
- Italian
- Khmer
- Polish
- Spanish
- Thai
- Traditional Chinese

TEAM

- **Donald Lobo.** Formerly CTO Groundspring.org, Director Engineering for Yahoo!Asia & Yahoo!Europe.
- **Dave Greenberg.** Formerly of Maxxus Technologies

THOUGHTS FROM AN OPEN SOURCE COMMUNITY

CiviCRM also impacts nonprofit effectiveness through our open source community. The CiviCRM technology can improve effectiveness—but it is a necessary, not a sufficient condition. Organizations will need support in understanding and improving their business processes, and deploying CiviCRM technology accordingly. The community both creates the technology and helps nonprofit use CiviCRM.

CiviCRM provides constituent relationship management functionality that is 'enterprise quality.' Facilitating, tracking, customizing and personalizing the online (and offline!) experience of the clients, activists, and members is vital to successfully realizing the mission of a large number of non-profit organizations in the US, Canada and elsewhere. – **Joe Murray**, JMA Consulting

INCREASING NONPROFIT EFFECTIVENESS

Technology is not a sufficient condition for raising nonprofit effectiveness. It is a well documented fact that technology only impacts corporate productivity when combined with changes in business process. Technology and business process together are necessary and sufficient conditions for increasing nonprofit effectiveness.

We are building an open source ecosystem that allows us to tackle both the technology problem and the business process problem at the same time, relying on an existing nonprofit consulting industry to deploy CiviCRM and improve effectiveness.

People and organizations contribute to CiviCRM development because they can sell business process services to large nonprofits. Small nonprofits benefit because the software is free and open source. Philanthropic resources can invest in solving the business process problems in small organizations in a sustainable, reusable and viral way. This is made possible by free technology and an open source community.

Organizations ready to tackle the business problem on their own face no licensing or other prohibitive cost barriers to adopting technology to improve their effectiveness.

MEASURING PROGRESS

Community memberships. Measured by active, online registrations. Indicates general awareness of CiviCRM solution and community participation.
[250 members in 2005; 670 in 2006]

Active Installations. CiviCRM provides a mechanism to measure actual use of the CiviCRM technology.
[500-1,000 installations in 2005; 4,500 in 2006]

Consulting Firms. The number of active consulting firms. Measures dollars being invested in the community.
[12 in 2005; 15 in 2006]

CONTACT

Try out an online demo and/or download the software at <http://civcrm.org/>

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