

**CIVICRM**



Growing and sustaining relationships

# An introduction to CiviCRM



# CiviCRM is free, easy to use, Contact Relationship Management

Unlike most other CRM software, CiviCRM was designed from the ground up for non-profits, membership, advocacy and third sector organisations.

Rather than trying to adapt to a commercial sales-force automation model, CiviCRM gives you the flexibility to manage your data in the terms and concepts you use to manage your day-to-day workflows.

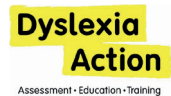
CiviCRM is freely downloadable without licensing fees – making it an affordable and cost effective solution compared to most proprietary vendor offerings.

CiviCRM integrates directly with the popular open source Content Management Systems – Drupal, Wordpress and Joomla!. Registration and visitor interactions are logged directly into the system – making CiviCRM the obvious choice for organisations who want to better engage with their contacts.

## Key features

- Define custom fields specific to your needs
- Organise contacts into groups
- Track interactions and define custom activities
- Flexible search and reporting capabilities
- Map locations with Google Maps
- Manage events and track participants
- Manage memberships and automate renewals
- High-capacity broadcast email with great reporting
- Cloud options or your own hosting

Non-profits of all sizes are adopting CiviCRM, from local arts groups to national membership associations, political parties, global advocacy and faith organisations. Its proven track record could make it the right choice for you.



## Viral Growth

- 500,000+ total downloads since 2006
- 5,000+ active installations

## Community forums

- 12,000+ members
- Avg 75+ posts / week-day

## User Satisfaction

- 2009 NTEN Data Ecosystem report: Solid A's in user satisfaction

# Is your organisation's contact information scattered across multiple databases, spreadsheets and inboxes?

## CiviContribute

Online fundraising and donor management.

## CiviMember

Online signup and membership management.

## CiviEvent

Online/offline event registration and participant tracking.

## CiviMail

Personalised email campaigns and newsletters.

## CiviCase

Case management for clients, patients, service users and constituents.

## CiviReport

Report generation and template management.

With CiviCRM you can manage all your contact data, and track correspondence, conversations, relationships and more from one easily accessible web-based system.

Manage donors, volunteers, event participants, members, clients, staff, media, partners, trustees

### CiviCRM brings together:

- Fundraising
- Memberships
- Events
- Mailings
- Case management
- Grants
- Campaigns
- Reporting
- All in one contact centric interface

### Installation Options

Quick and easy web-based installation or choose Software as a Service (SaaS) options.

### Configure

Set up Custom Data Fields, your own Activity Types, Relationships, Membership rules and much more (no programming needed).

### Import

Flexible data import intelligently maps CiviCRM fields to imported data and checks for duplicates based on user-defined criteria.

### Organise

Use groups, saved searches, tags, and relationships to segment and communicate/report with contacts.

### Connect

Create relationships like volunteer, employer, etc. between contacts. You can also define and describe your own relationships.

### Track

Record phone calls, meetings, emails and any other activities. You can also define and track other types of activities or interactions specific to your organisation's needs.

### Manage Access

Define permissions to view and/or edit groups of contacts, types of data and specific workflows.

### Extend

Integrate a growing number of free 3rd party extensions to make CiviCRM even more powerful, including extensions for room booking, volunteering and HR.

### Customise

CiviCRM's extensive APIs make writing custom code easy for developers.

# What does it cost?

CiviCRM is Free. It is Open Source Software and available for unrestricted download at [civicrm.org](http://civicrm.org). The cost of deploying CiviCRM will depend on your internal resources, plus the complexity of your data and workflows. Expect to pay for any of the following if you need them and won't be able to manage in-house.

- Consultancy
- Implementation
- Training and support
- Additional custom features
- Hosting
- System maintenance
- Backups
- Security management

## The actual costs will depend on

- The size of your data
- The complexity of your organisation
- Your specific needs (e.g. how much customisation)

Developers in our community will normally work with you to keep your costs to a minimum. Visit [civicrm.org](http://civicrm.org) for trusted providers.

## Some reasons people have chosen CiviCRM

### Flexible

"We were small and new at this, we wanted to be able to have our systems adapt"

"Customizable if we need it to be"

### Supported

"3-4 significant releases per year"

"Incredibly responsive development and user community"

### Features

"Has the basic features we need, can allow us to manage donors & fundraising"

### Cost

"Would rather spend our money on customizations, not license fees"

The image displays several overlapping screenshots of the CiviCRM web interface. On the left, a contact profile for 'Dr. John Smith Jr.' is visible, showing fields for name, address, gender, date of birth, age, and preferred language. In the center, a 'CiviMail Report: Circle Newsletter January 18 2011' is shown, featuring a 'Delivery Summary' table with metrics like 'Intended Recipients' (476) and 'Successful Deliveries' (481, 101.05%). Below this is a 'Recipients' section with 'Included' and 'Excluded' counts. On the right, another screenshot shows a 'Membership Report (Summary)' with a table of membership data and a 'Click-through Summary' table at the bottom with columns for 'Clicks', 'Unique Clicks', 'Success Rate', and 'URL'.