

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.

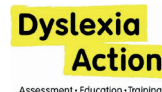
CiviCRM is freely downloadable without licensing fees – making it an affordable and cost effective solution compared to most proprietary vendor offerings.

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. 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 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 collage includes several screenshots from the CiviCRM interface:

- Contact Profile:** Shows details for Dr. John Smith Jr., including address (11735 Helm Street, Disbursments, Maryland, AL 92111, United States), gender (Male), date of birth (January 31st, 1981), and age (30 years).
- Delivery Summary:** A table for the CiviMail Report: Circle Newsletter January 18 2011.

Metric	Value
Intended Recipients	476
Successful Deliveries	481 (101.05%)
Tracked Opens	219
Click-throughs	61
Forwards	0
Replies	0
Bounces	27 (5.67%)
Unsubscribe Requests	6 (1.26%)
Scheduled Date	January 18th, 2011 3:00 PM
Status	Complete
Start Date	January 18th, 2011 3:01 PM
End Date	January 18th, 2011 3:01 PM
- Recipients:** Lists members of the newsletter recipients for Jan 2011, including members of competitors.
- Click-through Summary:** A table showing click performance.

Clicks	Unique Clicks	Success Rate	URL
10	8	1.66%	http://www.civicrm.org
3	2	0.42%	http://civicrm.org
7	7	1.45%	http://www.civicrm.org
- Membership Report:** A bar chart showing membership trends over time.
- Event Income Report:** A pie chart showing the distribution of event income.
- Membership Report (Summary):** A table showing membership statistics.

Month	Membership Type	Member Count	Total Payments	Contribution Count	Average
April 2011	General	1	0.00	0	0.00
April 2011	Student	1	0.00	0	0.00
April 2011	Subtotal	2	0.00	0	0.00
May 2011	General	1	0.00	0	0.00
May 2011	Student	1	0.00	0	0.00
May 2011	Subtotal	2	0.00	0	0.00
June 2011	General	1	0.00	0	0.00
June 2011	Student	1	0.00	0	0.00
June 2011	Subtotal	2	0.00	0	0.00
July 2011	General	1	0.00	0	0.00
July 2011	Student	1	0.00	0	0.00
July 2011	Subtotal	2	0.00	0	0.00
August 2011	General	1	0.00	0	0.00
August 2011	Student	1	0.00	0	0.00
August 2011	Subtotal	2	0.00	0	0.00
September 2011	General	1	0.00	0	0.00
September 2011	Student	1	0.00	0	0.00
September 2011	Subtotal	2	0.00	0	0.00
October 2011	General	1	0.00	0	0.00
October 2011	Student	1	0.00	0	0.00
October 2011	Subtotal	2	0.00	0	0.00
November 2011	General	1	0.00	0	0.00
November 2011	Student	1	0.00	0	0.00
November 2011	Subtotal	2	0.00	0	0.00
December 2011	General	1	0.00	0	0.00
December 2011	Student	1	0.00	0	0.00
December 2011	Subtotal	2	0.00	0	0.00