CIVICRM

An introduction
to CiviCRM

CiviCRM is free, easy to use, Constituent Relationship Management

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

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 and Joomla!. Registration and visitor interactions are logged directly into the system – making CiviCRM the obvious choice for organizations who want to engage and activate their communities.

Key features

- **Define custom fields specific to your needs**
- **Organize 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 DIY**

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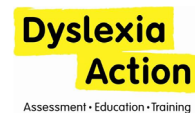
Viral Growth

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 organization's contact information scattered across multiple databases, spreadsheets, and inboxes?

CiviContribute

Online fundraising and donor management.

CiviMember

Online signup and membership management.

CiviEvent

Online event registration and participant tracking.

CiviMail

Personalized email blasts and newsletters.

CiviCase

Case management for clients 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...

CiviCRM brings together:

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

Installation Options

Quick and easy web-based installation or choose 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.

Organize

Use groups, saved searches, tags, and/or relationships to segment and communicate 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 organization'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 modules to make Civi even more powerful.

Customise

CiviCRM's extensive APIs make writing custom code easy for your 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
- Backup regime
- Security management

The actual costs will depend on...

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

Developers will normally work with you to keep your costs to a minimum.

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 $$ on customizations, not license fees"