



**GROWING
AND SUSTAINING
RELATIONSHIPS**

IMPLEMENTED AND SUPPORTED BY:

SHOWCASE

the following organizations use CiviCRM to manage their organizations constituent relationships:



Beating Blood Cancers



DELAWARE VALLEY GREEN BUILDING COUNCIL

RANSOMED HEART



WHY CIVICRM?

- 1 A one stop platform for contact management, fundraising, coordination of volunteers, e-communications, event management, membership programs, case management, activity and advocacy campaigns.
- 2 Amazing at keeping track of the relationships you have with all your contacts, thus, it allows you to develop strategies to move them up your engagement ladder.
- 3 Reduces your time performing administrative tasks and data entry through the use of Profiles. A Profile is a collection of fields from your database. Profiles are a powerful tool that have many different uses across all components of CiviCRM. Profiles are used to collect data (e.g., on a sign-up form), and to display data to the user (e.g., as a member directory). They can be used both internally (e.g., to create simplified data entry screens for staff) and externally (to display up-to-date information in your website from your database).
- 4 Customizable and Flexible: CiviCRM's extensive APIs make writing custom code easy to customize the software to meet the individual needs of your organization.
- 5 A Natural Partner to the most popular open source CMS: CiviCRM Integrates seamlessly with Drupal, Wordpress and Joomla as well as other 3rd party applications, such as Ubercart, Magento, and Jasper Reports, to name a few.
- 6 Extendable: over 100 extensions developed and contributed by our development community that allow you to extend your platform to include payment processors, volunteer signups, etc. to make CiviCRM more powerful.
- 7 Comprised of a strong and vibrant end-user and developer community. This guarantees that CiviCRM's growth will be aligned to your organization's needs.
- 8 Able to Manage Access: Administrators have the ability to assign different levels of permissions to different user groups so that they can either view or edit groups of contacts, types of data and specific workflows.
- 9 Open source, the software is freely downloadable so there are no license fees. Organizations prefer to spend money on customizations rather than license fees.
- 10 Designed specifically to meet the needs of nonprofits, rather than trying to adapt to a commercial CRM model, CiviCRM gives you the flexibility to manage your data in the terms and concepts you use to manage your day-to-day workflows.

AT A GLANCE

- » One of the only open source constituent relationship management products
- » Designed from the ground up for nonprofits, member-based organizations, and other civic-minded organizations
- » Received an "A" in NTEN's "2011 Nonprofit Data Eco-System Report"
- » No licensing fees
- » Founder, Donald Lobo, recipient of 2014 Pizzigati Prize for software in the public interest
- » Used by more than 10,000 nonprofits worldwide
- » Ranked highly by NTEN and Idealware's October 2013 report: "A Consumers Guide to Donor Management Systems".
- » 15,000 Members contribute towards its software development.
- » Integrates tightly with popular web content management systems: Wordpress, Drupal, and Joomla