Creating a shop using CiviCRM

A case study by

POPULATION MATTERS

Every choice counts
Who are Population Matters?

We aim to raise awareness of the impact of ever-increasing human population on the planet

PM are a campaigning charity who advocate for:

- Human rights (particularly female reproductive rights and education)
- Sustainability of resource use
- Protecting the environment
• We are a relatively small charity but have recently been growing our core team.
• We work closely with Third Sector Design who have helped us to modernise and introduce new processes using CiviCRM.
• Recently they helped create a shop using Civi to replace our previous Shopify account.

Our vision is of a future in which our population co-exists in harmony with nature and prospers on a healthy planet, to the benefit of all.

“All our environmental problems become easier to solve with fewer people, and harder – and ultimately impossible – to solve with ever more people.”

Sir David Attenborough
Population Matters patron
Population Matters shop

- As a campaigning charity it is important for any potential campaigners to be able to access and order our resources.
- Previously we paid to have a Shopify account. This was flawed though
- 3SD suggested we bring this process in house and allow supporters to make orders using Civi

What were we hoping for?

- A smoother experience for supporters and better stewardship
- Stop paying a subscription (Shopify)
- Making orders easier for us to process
- Branding consistent with PMs themes
- A greater campaigning reach
How to do this?

• Via our website (Wordpress) we want people to be able to fill in a form and indicate what they want.

• This form would then flow through to us via Civi for processing.

• To do this we used: formbuilder, user creation (profiles), custom activity type, Searchkit (dashlet)
People interested in campaign materials are taken to this basic Wordpress page.

Same theme as the rest of our site (unlike shopify).

By clicking ‘order your materials’ they progress to the next page and the first part of the Civi process.
The first step of the process is asking the supporter to set up an account. This was done using Civi profiles. This gives us the ability to follow up with campaigners and also allows them to see what they have ordered. In addition to discouraging any illegitimate orders.
Form Builder
• Integrated into the web page is a form from Civi asking for details and the quantity of materials
• Formbuilder is easy for us to change/add to
• Remembers user details

• The ‘place order’ part of the form creates an activity.
• This activity has been customised to indicate amounts and different options for each campaign item. This was done using custom fields on the ‘Campaign order’ activity.
End of the line

After completing the form the person is automatically directed to this screen which has info on following up and a request for a donation to cover costs.

- And, that’s it! For them at least...
Over to us

• The activity created in formbuilder is automatically listed as scheduled and assigned to Anthony, who will also receive an email.

• Another way of tracking is by using a dashlet created through searchkit.
Final product and was it worth it?

- Streamlined process + instant notification.
- Allows better stewardship (malicious orders or personalised approach)
- Something we can widely share
- Ease of access for supporters and for us.
- Consistent branding and more traffic via website
- Easy changes and customisation.
- Cancelled Shopify account
Thanks for listening!

Feel free to get in touch:
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