

ACCOMPLISHMENTS

- Installed base of over 4,500 groups
- Released three major versions of CiviCRM (1.7—1.9)
- New comprehensive documentation and FAQs.
- Consulting community expanded from 16 to 20 firms and individuals.

OVERVIEW

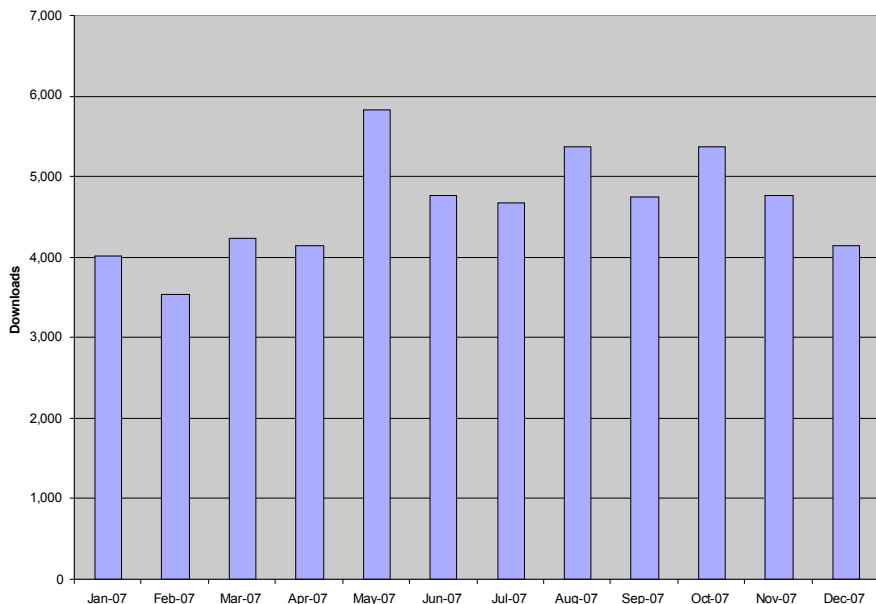
CiviCRM is the first open source constituent relationship management software. CiviCRM is web-based, internationalized, and designed specifically to meet the needs of advocacy, non-profit and non-governmental groups.



CiviCRM is a powerful contact and fundraising database that allows you to record and manage information about your various constituents including volunteers, activists, donors, employees, clients, vendors, etc. Keep track of transactions, conversations, events or any type of correspondence with each constituent and store it all in one, easily accessible and manageable source.

VIRAL INTERNATIONAL GROWTH

CiviCRM growth has matured as the software has matured. CiviCRM is downloaded about 150 times per day by individuals and organizations across the globe, up from 100 times a day in 2006.



In our migration from email lists to forums, we've seen volume increase from an average of 500 mail messages per month in 2006 to 900 forum posts per month in 2007. In 2007 3 new users registered with the forums each day. Our most recent release (CiviCRM 1.9) has been downloaded about 12,000 times, compared with CiviCRM 1.6 in 2006 which saw only 2,300 downloads.

MISSION

Build, distribute and support open source software that enhances the effectiveness of nonprofit and non-governmental organizations across the globe.

NEW IN 2007

Events. Introduction of CiviEvents to manage event registrations.

WISYWIG Editor. Edit your mass HTML emails with an inline editor.

WHO IS USING CIVICRM?

Amnesty International. Using CiviCRM to collect website registration data and process online donations.

Wikipedia. Managing over \$857,000 of contributions and powering a real-time donor recognition page.

Democrats Abroad. Chapter management of international chapters integrated with an online community.

Compumentor/Techsoup. Managing organizational and individual CRM data for a network of dozens of international portals handling thousands of Microsoft and Cisco product donations.

Frontline Defenders. Backend database for human rights organization.

Conservation Fund. Online fund-raising for multiple programs and campaigns, along with CRM-integrated custom engagement applications (e.g. carbon footprint calculator).

American Friend Service Committee. Integrated fundraising and CRM system for local AFSC chapters.

WHO IS PARTNERING WITH CIVICRM?

Ideal Solutions.

Phase 2 Technologies.

U.S.PIRG.

2008 GOALS

- (1) **Stability.** Incorporate both unit tests, functional tests and load tests as part of each release. Implement automated testing.
- (2) **ASP Solution.** Support creation of an ASP solution for delivering CiviCRM to end users.
- (3) **Financial Model.** Cover 50—70 percent of expenses from consulting revenue.

CIVICRM FEATURES

CiviCRM provides basic constituent relationship management (eCRM) functionality.

- Contacts (Individual, Organization, Household)
- Static groups of contacts
- Smart groups of contacts based on saved searches
- Relationships (employee, volunteer, etc.)
- Activities (email, phone calls, events, etc.)
- Tags
- Unlimited custom Fields
- Website integration (Drupal and Joomla)

CiviContribute is integrated with CiviCRM to handle donor management.

- Contributions
- Accept online donations
- Multiple payment processors (PayPal & Moneris)

CiviMail is integrated with CiviCRM to handle broadcast email communications with constituents.

- Create mass mailings to any CiviCRM group
- Track open rates
- Track hyperlink click throughs

CiviMember handles membership management and dues.

- Collect dues online
- Track expirations, renewals, etc.

CiviEvent handles event registration and payments.

- Register online

CiviReport provides an external sophisticated reporting solution.

Coming in 2008

- CiviCase. Case management.

TRANSLATIONS

CiviCRM has been translated into 19 languages. Any group can begin a translation into any i18n language at any time.

- Brazilian Portuguese
- British English
- Canadian French
- Dutch
- Finnish
- French
- German
- Japanese
- Italian
- Polish
- Spanish
- Swedish
- Thai

MEASURING PROGRESS

Community memberships. Measured by active, online registrations. Indicates general awareness of CiviCRM solution and community participation.
[250 members in 2005; 670 in 2006; 935 in 2007]

Active Installations. CiviCRM provides a mechanism to measure actual use of the CiviCRM technology (*measuring method changed in 2007*). [~4500 in 2006 & 2007]

Consulting Firms. The number of active consulting groups. Measures dollars being invested in the community.
[12 in 2005; 15 in 2006; 20 in 2007]

INCREASING NONPROFIT EFFECTIVENESS

Technology is not a sufficient condition for raising nonprofit effectiveness. It is a well documented fact that technology only impacts corporate productivity when combined with changes in business process. Technology and business process together are necessary and sufficient conditions for increasing nonprofit effectiveness.

We are building an open source ecosystem that allows us to tackle both the technology problem and the business process problem at the same time, relying on an existing nonprofit consulting industry to deploy CiviCRM and improve effectiveness.

People and organizations contribute to CiviCRM development because they can sell business process services to large nonprofits. Small nonprofits benefit because the software is free and open source. Philanthropic resources can invest in solving the business process problems in small organizations in a sustainable, reusable and viral way. This is made possible by free technology and an open source community.

Organizations ready to tackle the business problem on their own face no licensing or other prohibitive cost barriers to adopting technology to improve their effectiveness.

TEAM

- **Donald Lobo.** Project Lead.
- **Dave Greenberg.** US Team.
- **Michal Mach.** Poland Team.
- **Piotr Szotkowski.** Poland Team.
- **Kurund Jalmi.** India Team Lead.
- **Manish Zope.** India Team.
- **Deepak Srivastava.** India Team.
- **Rupam Jaiswal.** India Team.
- **Yashodha Chaku.** India Team.
- **Pankaj Sharma.** India Team.
- **Junia Biswas.** India Team.
- **Sunil Pawar.** India Team.
- **Kiran Jagtap.** India Team.
- **Shailesh Lende.** India Team.

CONTACT

Use a demo of the software, download it, or contact the community at <http://civicrm.org>