Google Drive



Using CiviCRM - Second Edition

Erik Hommel, Joseph Murray, Brian P. Shaughnessy

Download now

Click here if your download doesn"t start automatically

Using CiviCRM - Second Edition

Erik Hommel, Joseph Murray, Brian P. Shaughnessy

Using CiviCRM - Second Edition Erik Hommel, Joseph Murray, Brian P. Shaughnessy

Develop and implement a fully-functional, systematic CRM plan with CiviCRM

About This Book

- Develop an integrated online system that manages contacts, donations, event registrations, memberships, bulk e-mail, campaigns, case management, and other functions such as activity tracking, grant distribution, and reporting.
- Plan a constituency relationship management strategy with ladders of engagement that will improve how your organization realizes its mission.
- Use case studies and step-by-step examples to put the raw concepts into real-life terminology and build your solutions.

Who This Book Is For

The book is primarily for administrators tasked with implementing, configuring, maintaining, and updating CiviCRM, and staff users who are looking to better understand the tools available in order to become power users. CiviCRM is software that may be used by advocacy groups, non-profit, and non-governmental organizations, elected officials, professional and trade associations, government entities, political campaigns and parties, and other similar organizations, and this book will prove useful to all such users.

What You Will Learn

- Install and configure your CiviCRM
- Analyze your current workflows and processes to translate them effectively into the CiviCRM model
- Build an integrated system to solicit, retain, and manage your donors and members through robust management and reporting tools for administrators
- Raise more money with CiviCRM with effective solicitation campaigns
- Market events effectively and track registrations and payments
- Improve communications with constituents using targeted broadcast e-mail campaigns
- Track ongoing communications with constituents including from Outlook and Gmail using activities and case management tools
- Take advantage of the many CiviCRM tools to generate both simple and complex event structures and manage registrants through every phase of the project

In Detail

CiviCRM provides a powerful toolbox of resources to help organizations manage relationships with constituents. It is free, open source, web-based, and geared specifically to meet the constituent relationship management needs of the not-for-profit sector.

Beginning with broader questions about how your organization is structured, which existing workflows are

critical to your operations, and the overarching purpose of a centralized CRM, the book proceeds step by step through configuring CiviCRM, understanding the choices when setting up the system, importing data, and exploring the breadth of tools available throughout the system.

You will see how to best use this software to handle event registrations, accept and track contributions, manage paid and free memberships and subscriptions, segment contacts, send bulk e-mails with open and click-through tracking, manage outreach campaigns, and set up case management workflows that match your organization's roles and rules. With specific emphasis on helping implementers ask the right questions, consider key principals when setting up the system, and understand usage through case studies and examples, the book comprehensively reviews the functionality of CiviCRM and the opportunities it provides.

With this book, you can help your organization better achieve its mission as a charity, industry association, professional society, political advocacy group, community group, government agency, or other similar organization and position yourself to become a power user who efficiently and effectively navigates the system.

Style and approach

This guide is packed with step-by-step tutorials and real-life examples interspersed with practical advice and best practices on how to use CiviCRM strategically. You will be able to quickly grasp and implement the basic elements of CiviCRM before moving on to more advanced tools.

Download Using CiviCRM - Second Edition ...pdf

Read Online Using CiviCRM - Second Edition ...pdf

Download and Read Free Online Using CiviCRM - Second Edition Erik Hommel, Joseph Murray, Brian P. Shaughnessy

---

From reader reviews:

Jack Evans:

Beside this Using CiviCRM - Second Edition in your phone, it could possibly give you a way to get more close to the new knowledge or data. The information and the knowledge you can got here is fresh from your oven so don't become worry if you feel like an previous people live in narrow small town. It is good thing to have Using CiviCRM - Second Edition because this book offers for your requirements readable information. Do you at times have book but you do not get what it's all about. Oh come on, that will not end up to happen if you have this within your hand. The Enjoyable arrangement here cannot be questionable, such as treasuring beautiful island. Techniques you still want to miss the item? Find this book in addition to read it from now!

Miriam Ellis:

You can obtain this Using CiviCRM - Second Edition by check out the bookstore or Mall. Merely viewing or reviewing it might to be your solve trouble if you get difficulties to your knowledge. Kinds of this publication are various. Not only by written or printed but in addition can you enjoy this book by simply e-book. In the modern era similar to now, you just looking by your local mobile phone and searching what your problem. Right now, choose your personal ways to get more information about your reserve. It is most important to arrange yourself to make your knowledge are still update. Let's try to choose proper ways for you.

Christina McMullen:

Book is one of source of know-how. We can add our know-how from it. Not only for students and also native or citizen require book to know the revise information of year to be able to year. As we know those books have many advantages. Beside most of us add our knowledge, could also bring us to around the world. Through the book Using CiviCRM - Second Edition we can get more advantage. Don't you to be creative people? Being creative person must like to read a book. Just simply choose the best book that ideal with your aim. Don't possibly be doubt to change your life at this book Using CiviCRM - Second Edition. You can more appealing than now.

Kevin Roark:

Reading a publication make you to get more knowledge from this. You can take knowledge and information from your book. Book is prepared or printed or highlighted from each source in which filled update of news. In this particular modern era like right now, many ways to get information are available for you. From media social like newspaper, magazines, science publication, encyclopedia, reference book, novel and comic. You can add your knowledge by that book. Isn't it time to spend your spare time to spread out your book? Or just looking for the Using CiviCRM - Second Edition when you required it?

Download and Read Online Using CiviCRM - Second Edition Erik Hommel, Joseph Murray, Brian P. Shaughnessy #142XCML79Z3

Read Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy for online ebook

Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy books to read online.

Online Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy ebook PDF download

Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy Doc

Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy Mobipocket

Using CiviCRM - Second Edition by Erik Hommel, Joseph Murray, Brian P. Shaughnessy EPub