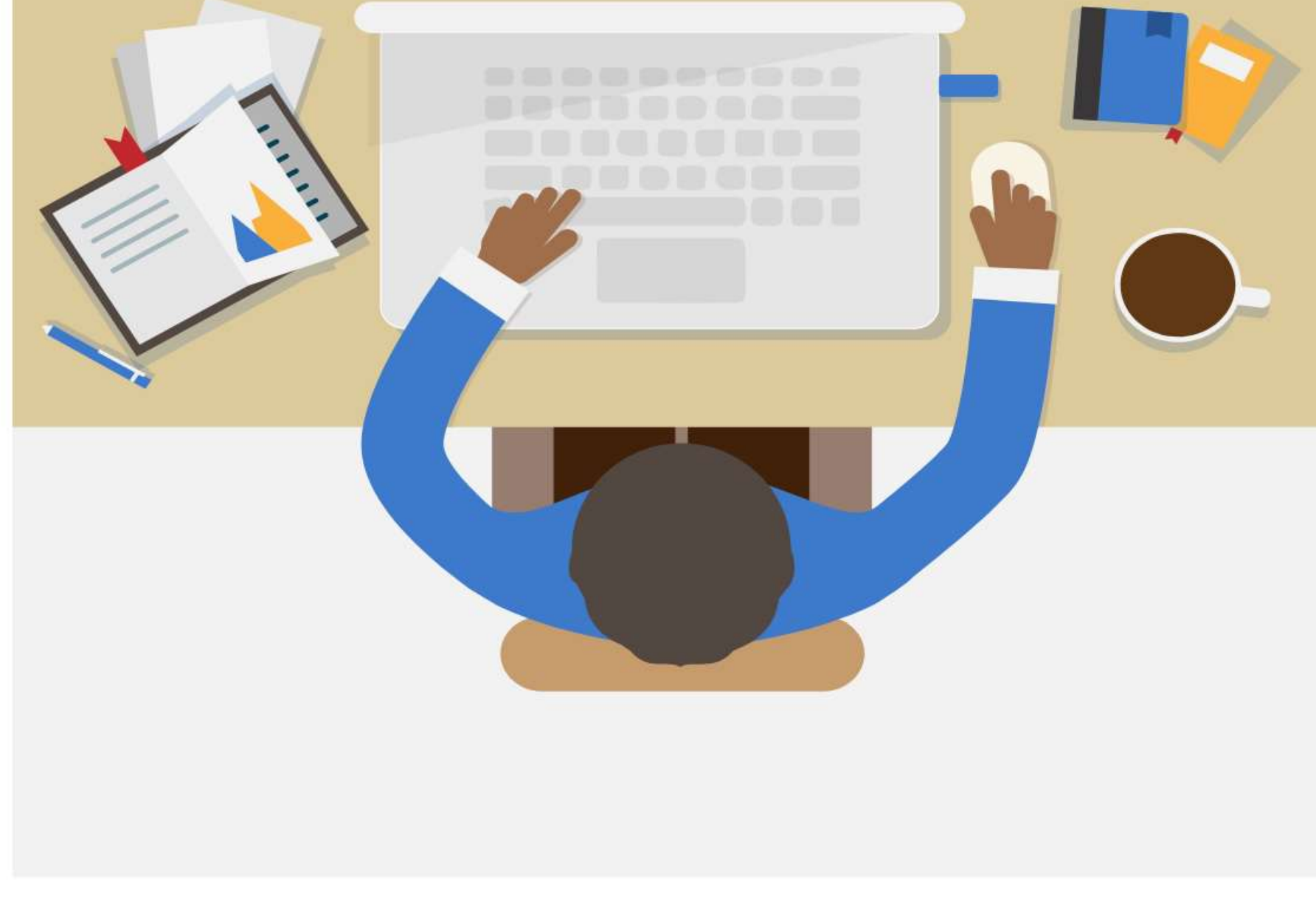


CRM Systems For Charities



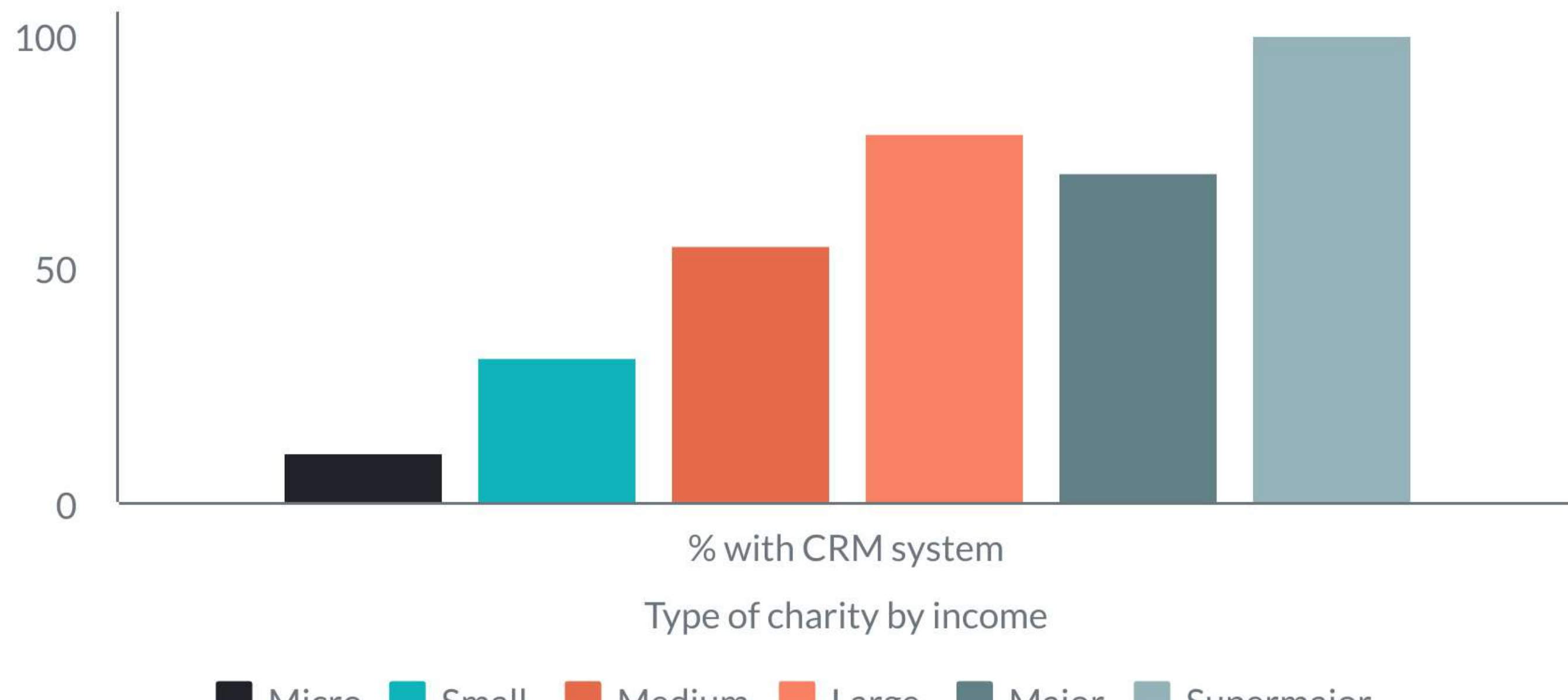
Overview

Even the smallest charity can be at the centre of a surprisingly complex web of relationships, from donors and funders to service users and volunteers.

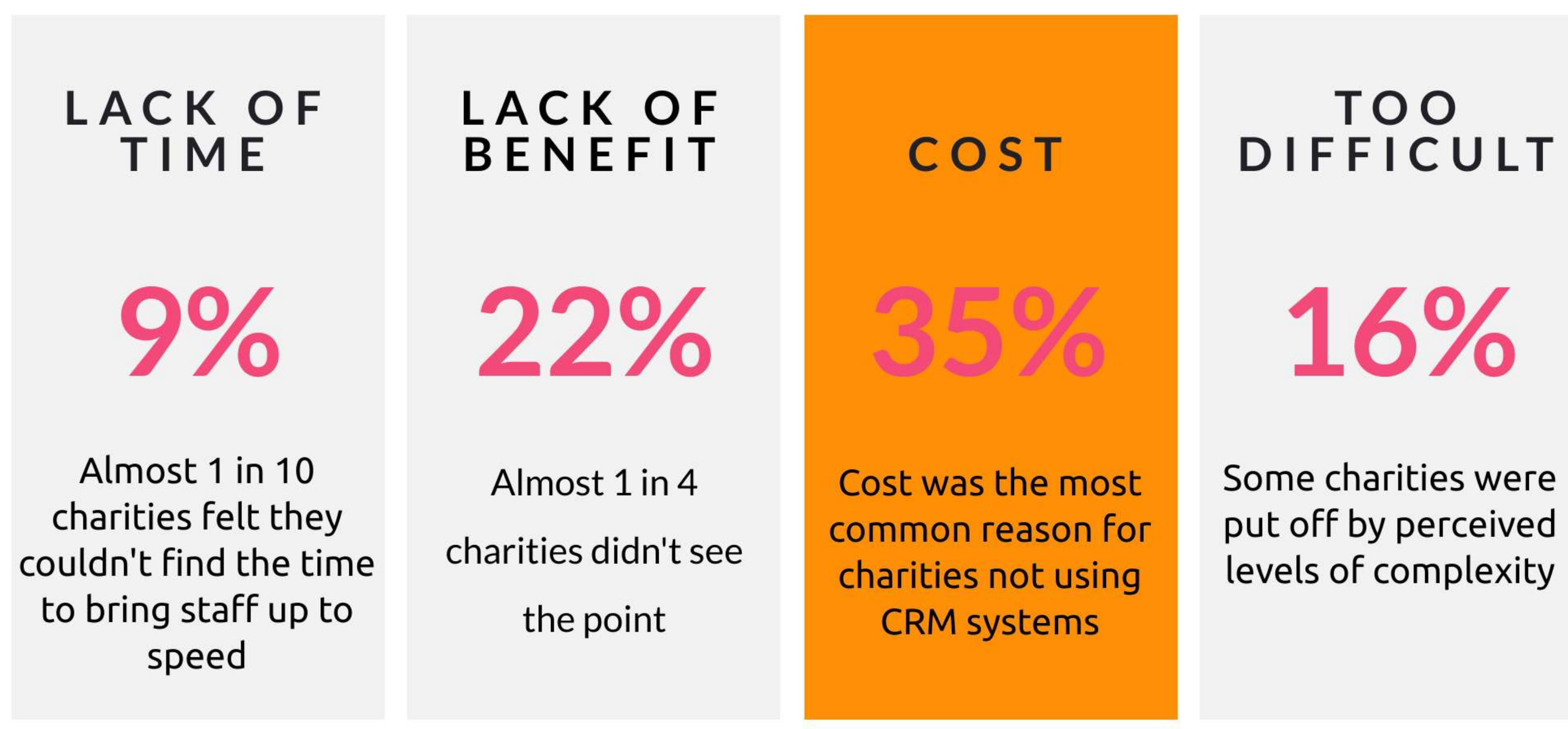
While in the commercial world CRM stands for Customer Relationship Management and focuses on customer retention and sales growth, in the charity sector this becomes Constituent Relationship Management and its remit becomes arguably much broader.

Our previous survey of the Charity Digital Exchange database hinted to us that a lot of charities may not be aware of how much they can do with a CRM system and the variety of options available to them.

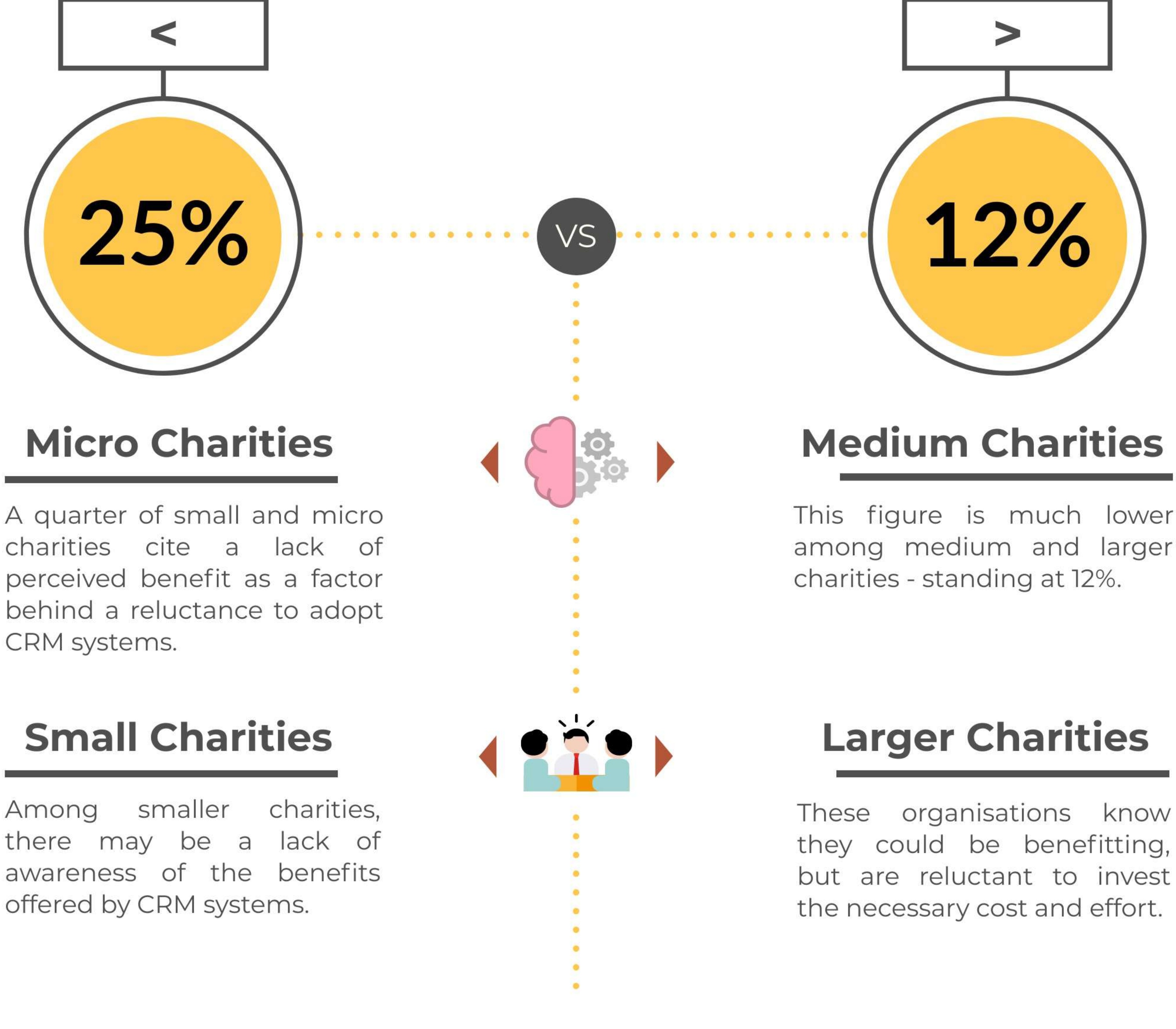
Percentage of charities that use CRM software



Why are charities not using CRM systems?

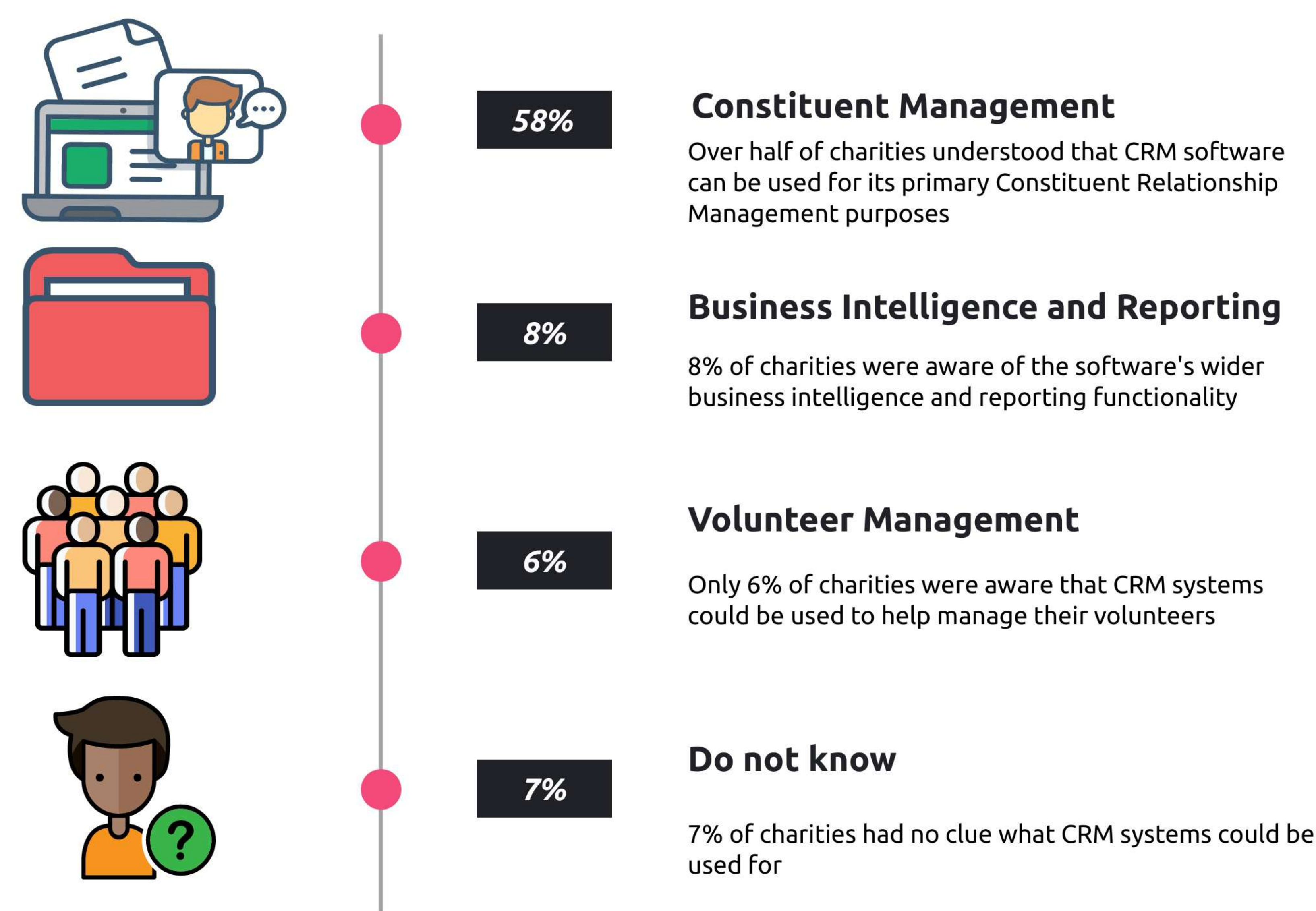


Do charities understand the benefits of CRM systems?

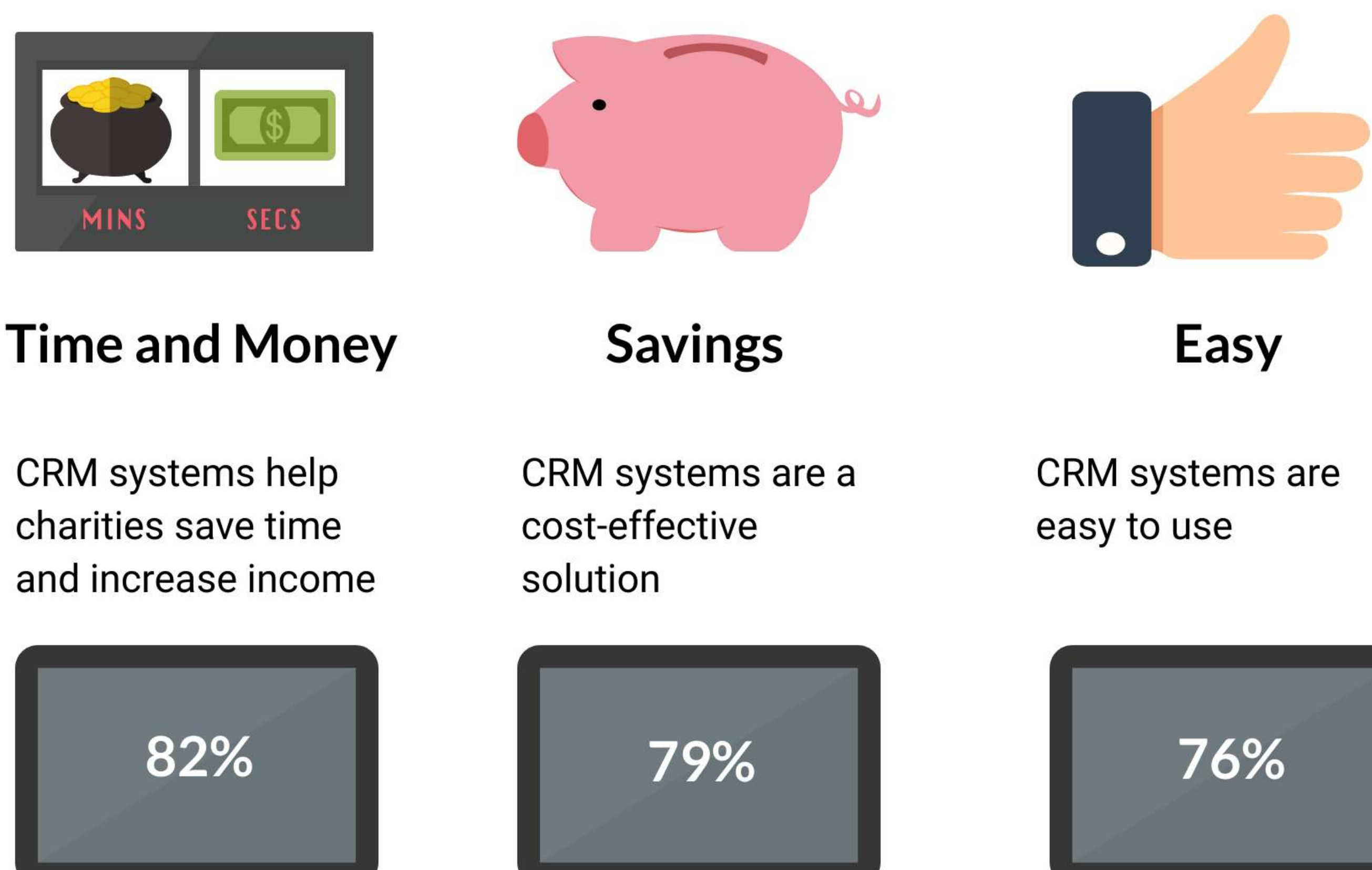


What do charities think a CRM system is for?

Only 8% of charities are aware of the further functionality around business intelligence and reporting offered by CRM software. What functions are charities aware of?



What do charities see as the biggest benefits of CRM systems?



What do charities use their CRM system for?

