

Customer Relationship Management (CRM) or Volunteer Management Systems (VMS) - Research and Analysis

OSE's Requirements:

- Ability to integrate email capability with multiple segmented volunteer/supporter databases: True Fans, Volunteers, Supporters, etc.
 - Listserv development and management
 - Emails that allow for integration of photos / videos
 - Emails have an unsubscribe feature that allows users to edit their subscription choices
- Integrates multiple comm channels such as FB, Twitter, etc
- Capabilities integrate into our wiki
- Provides ability to create volunteer profiles
- Creates surveys/databases

Top open source Customer Relationship Management (CRM):

<http://www.axzm.com/top-crm-systems>

Name	Primary Purpose	Cost	Link	Comments
SugarCRM		Affordable	http://www.sugarcrm.com/	

Top open source Volunteer Management Software:

Name	Primary Purpose	Cost	Link	Comments
Volgistics			http://www.volgistics.com/	

Comparison of NonProfit Distributions

<https://drupal.org/node/1291730>

Volunteer Management Systems

Name	Primary Purpose	Cost	Pros	Cons	Comments
Nationbuilder	Community Management System with an editio specifically for non-profits				
Way Cool Software	Database management			Seems more like a donor management system than a VMS	

Other options:

Email Marketing Service:

[MailChimp](#) - free up to 2,000 people/ 12,000 emails per month

[Constant Contact](#) - special non-profit rates, provides more services than MailChimp