



February 24th | [Sherbino Theater, Ridgway Colorado](#)

*Leverage open source technologies to create a clear online presence and a substantial donor base.*

CiviDay is an annual event intended to help new and existing users learn more about CiviCRM in conjunction with other open source technologies and what they can do for your organization. CiviCRM is the leading open source CRM for nonprofits worldwide, empowering nearly 11,000 organizations to achieve meaningful impact.

Western Slope CiviDay is geared towards local and regional nonprofit organizations that currently use or seek to use open source technologies, specifically a "constituent relationship management" system (CRM), to improve operational performance. Organized around two sessions, CiviDay will introduce and train users on CiviCRM. Attendees will learn:

### Morning Session - 9am to noon

1. Introduction to CiviCRM & other open source tools
2. 3 key concepts in using a CRM for your organization
3. Managing contacts, contributions, pledges, events and memberships
4. Searching and reporting on data in CiviCRM
5. Next steps in adopting a CRM

### Afternoon Session - 1pm to 4pm

1. Summary of advanced capabilities in CiviCRM
2. Customizing and managing data via extensions, profiles and custom fields
3. Advanced contact and contribution management
4. Using CiviMail and SMS to target communications
5. Future of CiviCRM and how you can help

CiviDay is free for all non-profit staff and volunteers, and is suitable for new, potential or current users and administrators of CiviCRM. There are no requirements for attending one or both of the sessions. Attendees in the afternoon session are encouraged to bring a laptop and will have access to a demo installation and can practice with the system.

Coffee and light snacks will be provided prior to and during both sessions. Lunch is not provided. For information, email [josh@civicrm.org](mailto:josh@civicrm.org). Register online at [Western Slope CiviDay](#)

CiviDay is a CiviCRM discovery and workshop for nonprofit organizations

Special thanks to [CB Design, LLC](#) and to the [Sherbino Theater](#) for sponsoring Western Slope CiviDay!



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