

# Introduction to CiviCRM

## CiviCRM - What is it and Why?

CiviCRM is a fully open-source CRM (**C**onstituent **R**elationship **M**anagement) used by organizations across the globe. It's highly customizable to individual organizations needs, and rarely does one CRM look like another. Their purpose is to be a fully integrated way to track continuous engagements with individuals and organizations, connecting disparate threads into a more unified picture. You can classify contacts by their interests, send mail to specific individuals/groups, create event invitations, and more, all of which together are unified. With that you can see for ANY individual when they signed up for a newsletter, what events they've attended, what forms they've filled out etc.

CiviCRM has a really wide array of tools, but because of its particularities, there's a number of engagements and outreach that is not tied into the CRM. Jotform for example is quick and easy.....

## What is it NOT?

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