

CiviCRM Spark Overview

August 12, 2025

Presented by Gena Dellett

Today's Plan

- What is CiviCRM Spark
- Navigating the Dashboard
- Contact Management
- Contributions & Memberships
- Events & Email
- Where to find help

About Me

Hi. I'm Gena Dellett. gena@skvare.com





















2023

Meet Skvare

- Founded in 2008
- Team of 13 75 collective "Skvare-years" of experience
- Focused on supporting nonprofits with their technology needs
- We're constructively opinionated
- We're values-driven

What is CiviCRM Spark?

https://civicrm.com/spark/



Move Beyond Spreadsheets

WHAT IS SPARK?

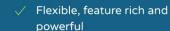
WHY USE SPARK

COMMON QUESTION

Spark gives you the power of the leading open source CRM for non-profits without the overhead of managing or maintaining the system.

- → Consolidate your spreadsheets and begin using a CRM built for nonprofits
- → Increase your impact and achieve your operational goals
- → Grow your skills and leverage complex features within Spark





Simple pricing without hidden fees

Do It Yourself

Ideal for users with technical skill

This is an ideal starting point for users with some technical ability. It affords you the most flexbility and control over your system.

- + Full control over infrastructure and costs
- Full feature set and customizability
- Great entry point into the CiviCRM community
- You own your data and your system
- Requires technical skill (and patience!)

LEARN MORE ABOUT DIY

Popular

CiviCRM Spark

Great starting point for new users

Great option to get started with CiviCRM, offering minimal cost and technical overhead. Upgrade or cancel anytime, and take your data with you.

- + Fast & easy, with low monthly subscription
- Requires no technical skill
- Cancel or upgrade and keep your data
- Includes subscription to CiviAcademy
- Limited in integrations and customizations

SUBSCRIBE TO SPARK

CiviCRM in the Cloud

Fast, powerful, minimal overhead

Cloud hosting provides near immediate access to CiviCRM and to powerful configurations suitable for the needs of most organizations.

- + Robust feature set, suitable for most nonprofits
- + No administration or technical overhead
- + Cost effective (pricing varies based on offering)
- + Often includes a website
- May be less customizable than other solutions

EXPLORE THE CLOUD

Work with a Partner

CiviCRM expertise at your fingertips

Ideal for organizations with more complex needs, that lack technical resources, or would like expert support in optimizing CiviCRM.

- Ideal for organizations with complexity
- Most customizable and flexible
- Best suited for migrations & integrations
- Diverse expertise and support capabilities
- Generally more expensive (depending on complexities)

WORK WITH A PARTNER

Spark is a lightweight hosted version of CiviCRM:

- Quick setup
- Intended for small to medium-sized organizations
- Enormous amount of functionality at a ridiculously low price
- Not a replacement for the full download version of CiviCRM
- Not a replacement for CiviCRM support provided by the community
- Not open to complex customizations unique to your organization
- Let's you grow your capabilities without the overhead of installing, configuring and managing the software itself.

Starter

Lose the spreadsheets and get started with many of CiviCRM's most popular components including CiviContribute, CiviMember, CiviCase and more.

- + Community support
- Unlimited users
- + Up to 5,000 contacts
- Most CiviCRM components
- CiviMail
- Mosaico HTML emails

^{\$}15

Per Month

Essentials

Most Popular

Take Spark to the next level by leveraging the power of CiviMail and Mosaico to enage your constituents with beautifully crafted, powerful email and SMS communications.

- + Everything in Starter
- + CiviMail
- → Mosaico HTML emails
- → Up to 10,000 emails
- Limited extensions

\$30

Per Month

Pro

Scale your CRM with additional contact and email capacity while benefiting from powerful automation features, enhanced interface flexibility, price discounting and more.

- + Everything in Essentials
- + Additional extensions
- + Up to 10,000 contacts
- + Up to 50,000 emails
- + Custom domain

^{\$}50

Per Month

CiviCRM Spark Hosting

Sign up with Spark!

CiviCRM Spark is a hosting service provided by CiviCRM. It's a great way to discover what CiviCRM can do. It features a new, modern look-and-feel and a more powerful, drag-and-drop email system (Mosaico).

To ensure a simpler setup, some features in CiviCRM Spark have limitations:

- Store up to 5,000 contacts
- Send up to 10,000 emails per month
- Payments are only supported with four processors: PayPal, Stripe, TSYS and iATS
- The interface is available in many languages
- A few other configurations are disabled by default, such as Households and some Location Types
- It is not possible to enable other extensions than the ones provided by default.

CiviCRM Spark is renewed monthly. You can cancel any time.

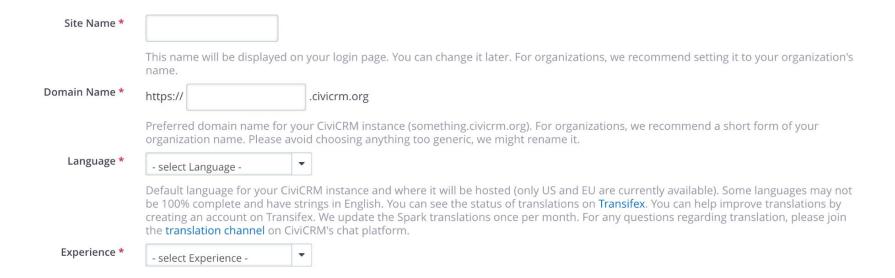
Think you'll out-grow the limits? Don't worry! When you're ready for the next level, we'll help you download your data or migrate to any of our experienced partners.

If you experience any issues with the signup process, please contact us by email at spark@civicrm.org.

All prices are in US dollars.

If you have a discount code, enter it here	
	Apply
Membership *	O Spark Starter - \$ 15.00
	Spark Essentials - \$ 30.00
	O Spark Pro - \$ 50.00
	Membership will renew automatically.

Spark



Contribute

Navigating the Dashboard



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Welcome to CiviCRM Skvare LLC

Username *	
Password *	
	Log in

Forgot your password?

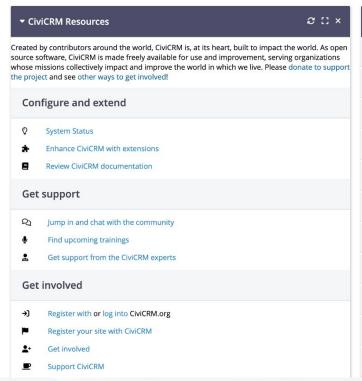
Learn more about CiviCRM

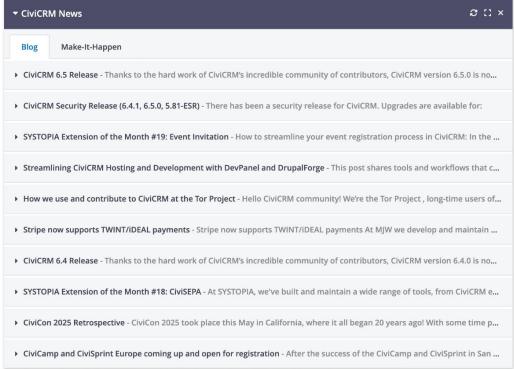


Home » CiviCRM

CiviCRM Home

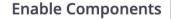
+ 4 Available Dashlets





Enable CiviCRM Components

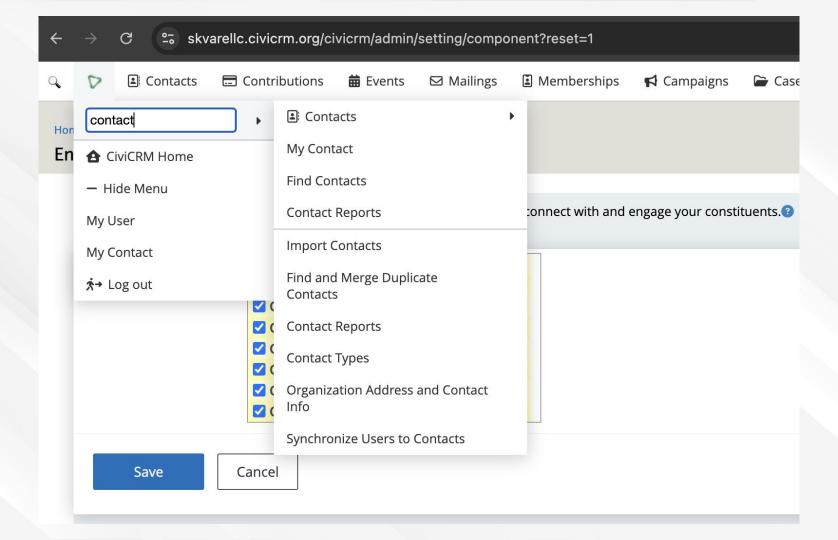
CiviCRM includes several optional components which give you more tools to connect with and engage your constituents.



- ✓ CiviEvent
- **✓** CiviContribute
- ✓ CiviMember
- ✓ CiviMail
- CiviPledge
- CiviCase
- ✓ CiviReport
- ✓ CiviCampaign

Save

Cancel



Home » CiviCRM » Administer » Option Groups

Contact Types

CiviCRM comes with 3 basic (built-in) contact types: Individual, Household, and Organization. You can create additional contact types based on these types to further differentiate contacts (for example you might create Student, Parent, Staff, and /or Volunteer types from the basic Individual type...). 3

Contact Type 🌲	Based On 🌲	Description	
Individual	(built-in)		
Household	(built-in)	P	
Organization	(built-in)		
Lecturer	Individual		Edit Disable De
Sponsor	Organization	ø	Edit Disable De

Access Keys: 3

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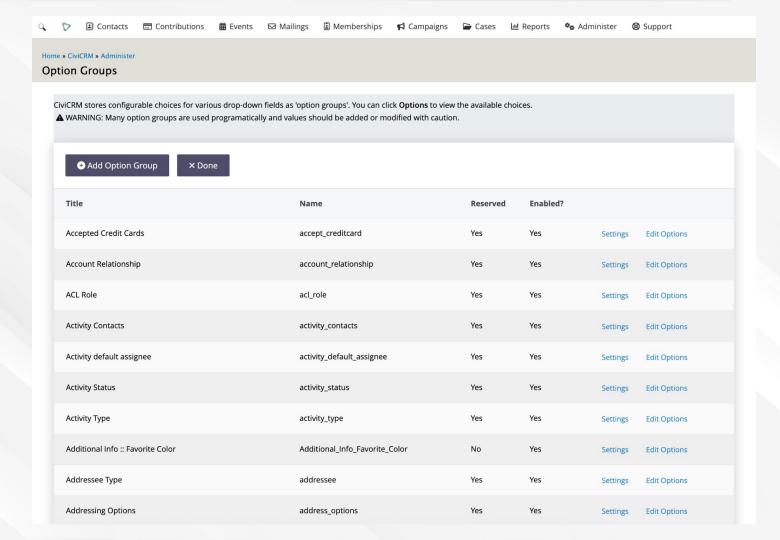
Custom Data

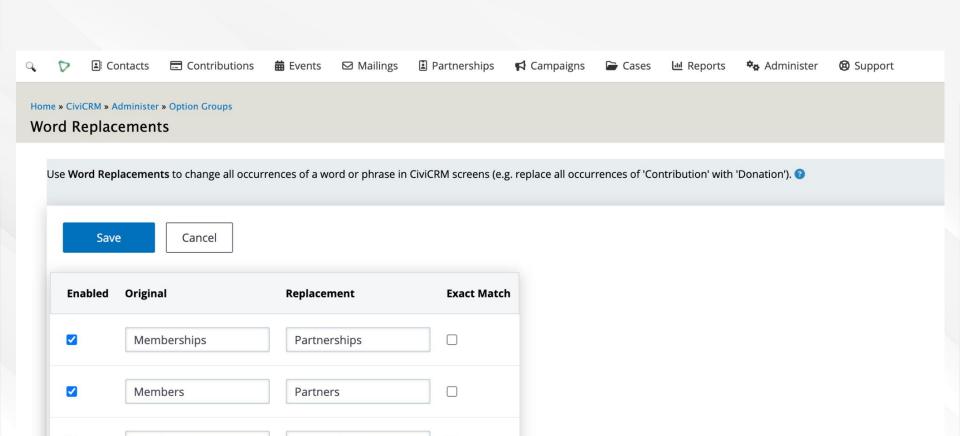
Custom data is stored in custom fields. Custom fields are organized into logically related custom data sets (e.g. Volunteer Info). Use custom fields to collect and store custom data which are not included in the standard CiviCRM forms. You can create one or many sets of custom fields. (Learn more...)

ID	Set	Enabled?	Used For	Туре	Order	Style		
1	Test	Yes	Cases	Housing Support	↓ ±	Inline	Settings View and Edit Custom Fields	:
2	Additional Info	Yes	Individual	Any	Ŧ ↑	Inline	Settings View and Edit Custom Fields	:

+ Add Set of Custom Fields

Access Keys: ②



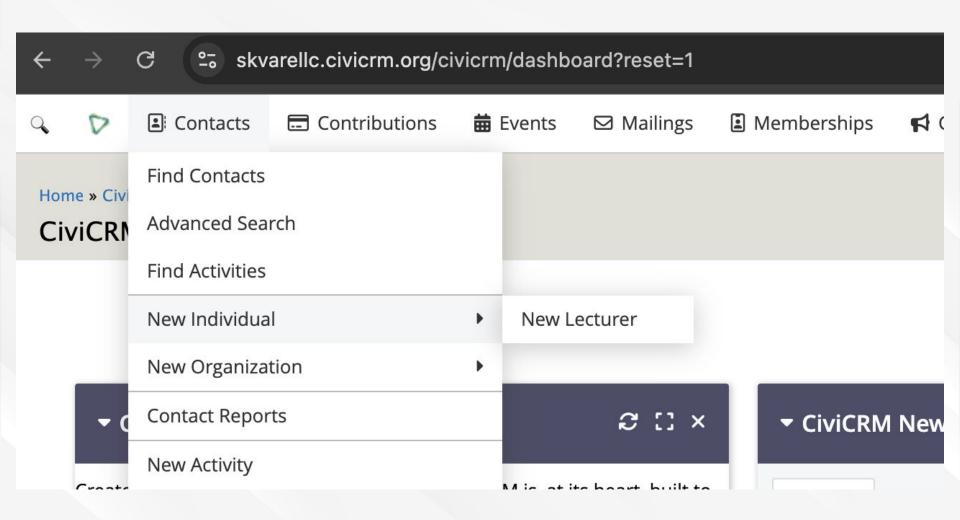


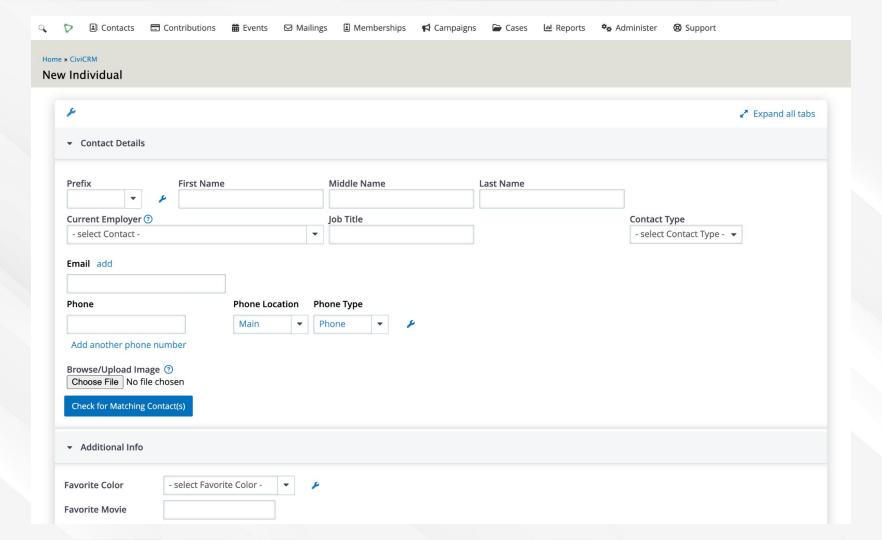
✓

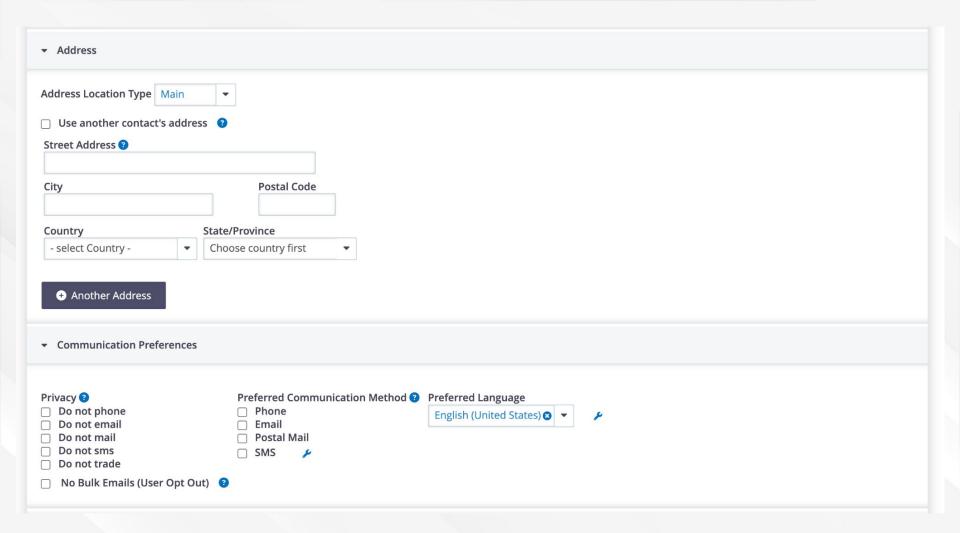
Membership

Partnership

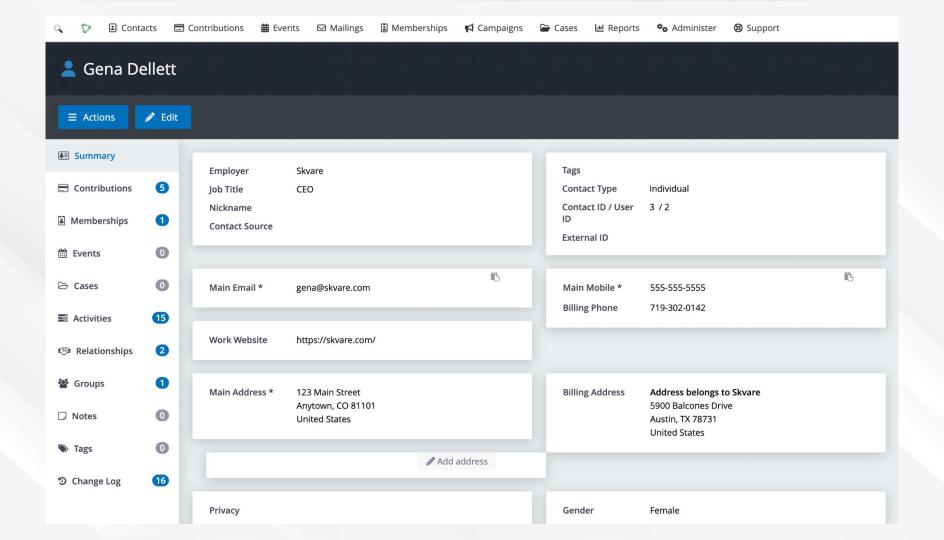
Contact Management

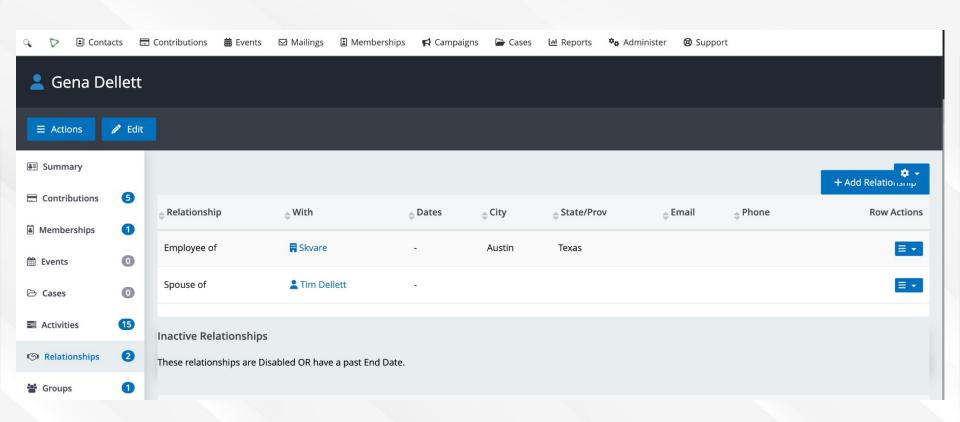


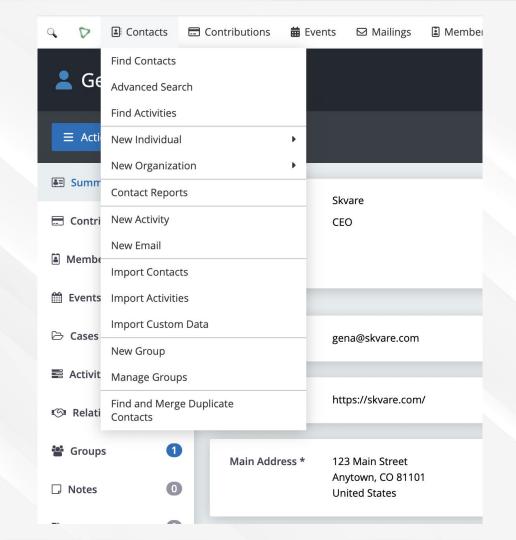


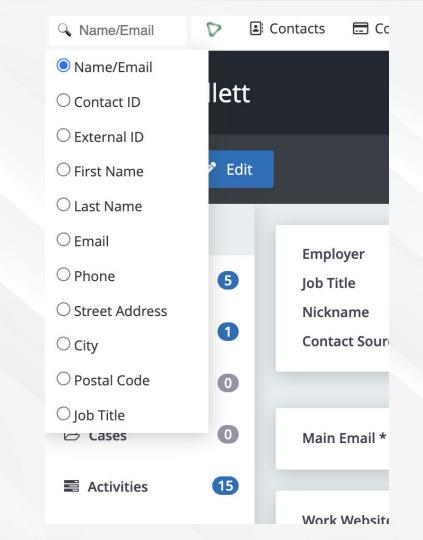


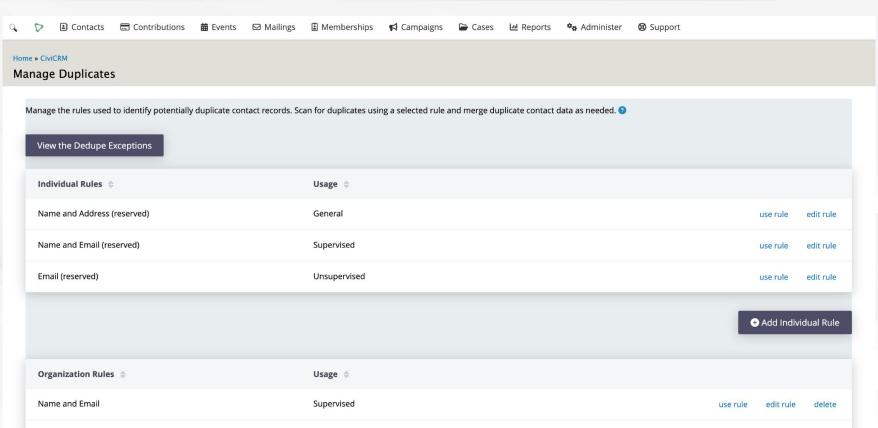
▼ Notes
Subject Note
▼ Demographics
Gender ○ Female ○ Male ○ Other Birth Date □ Contact is Deceased
▼ Tags and Groups
Tag(s) Group(s) - select - ▼
Save











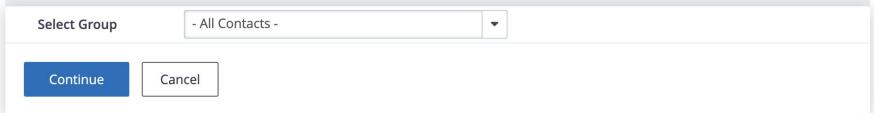


Add Organization Rule

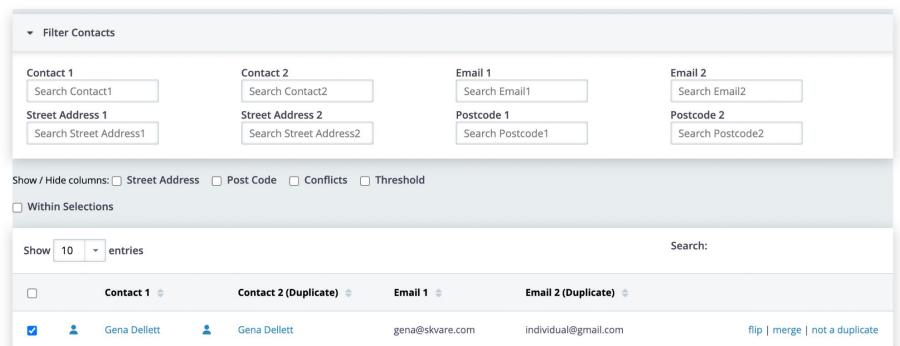
Home » CiviCRM

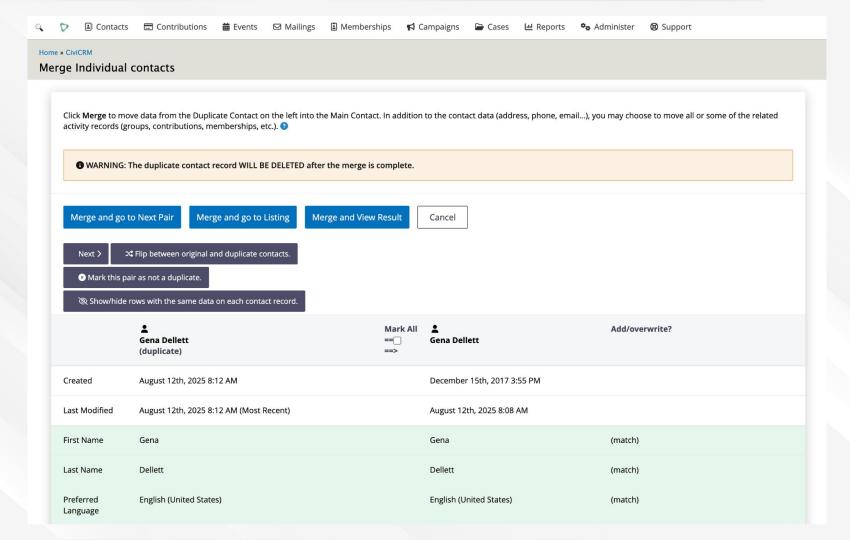
Manage Duplicates

You can search all contacts for duplicates or limit the results for better performance. If you limit by group then it will look for matches with that group both inside and outside of the group. You can also limit the contacts in the group to be matched by specifying the number of contacts to match. This can be done in conjunction with a group or separately and is recommended for performance reasons.









Contributions & Memberships

From https://civicrm.com/spark/

We include and recommend some of the best processors in the business...







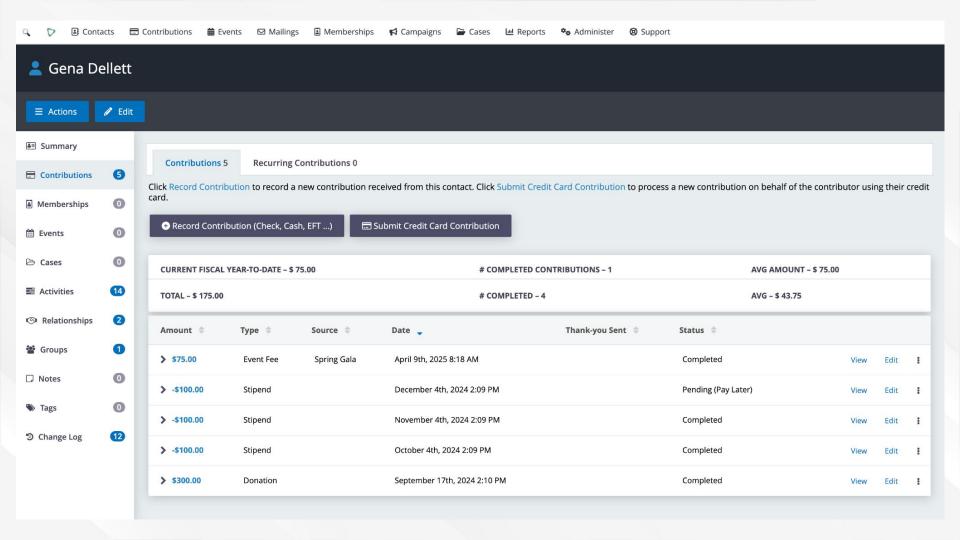


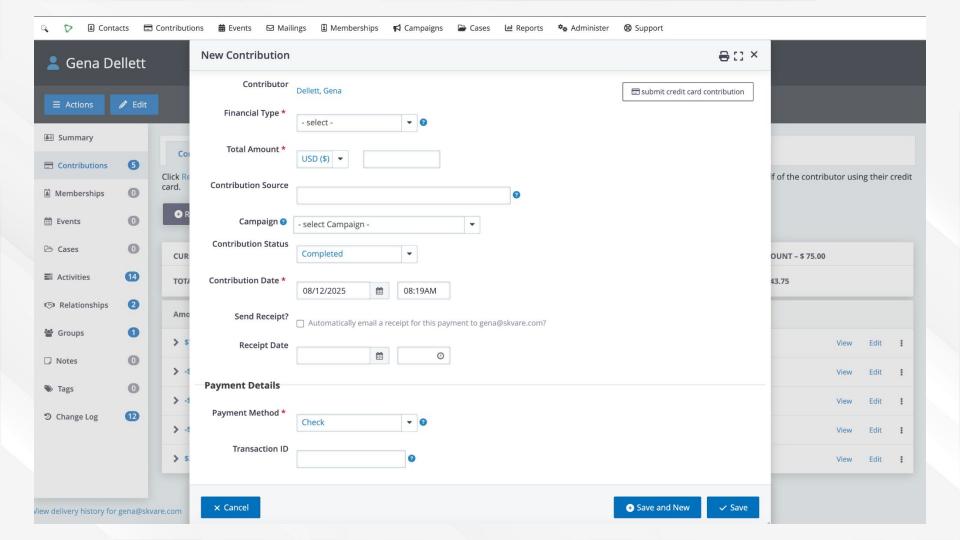
Full disclosure, because that's how we roll: the payment processors we recommend all financially support CiviCRM through revenue share agreements. These in no way inflate transaction fees for you. They do, however, support the ongoing development and maintenance of CiviCRM.

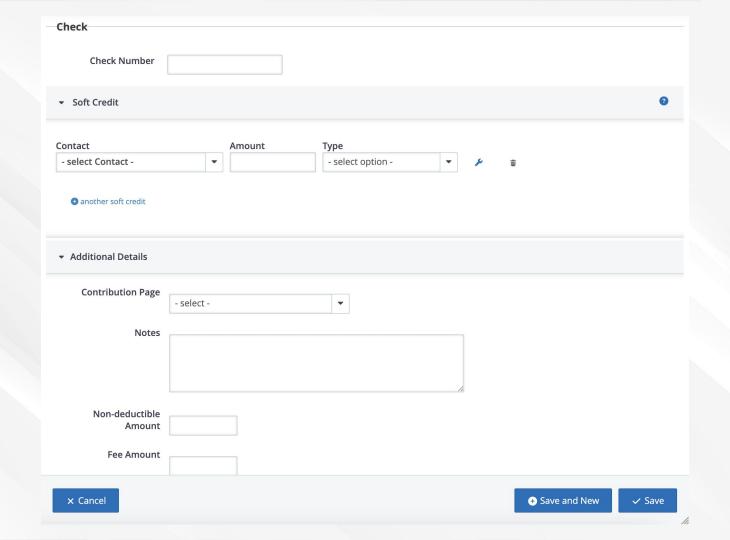
Extensions Included

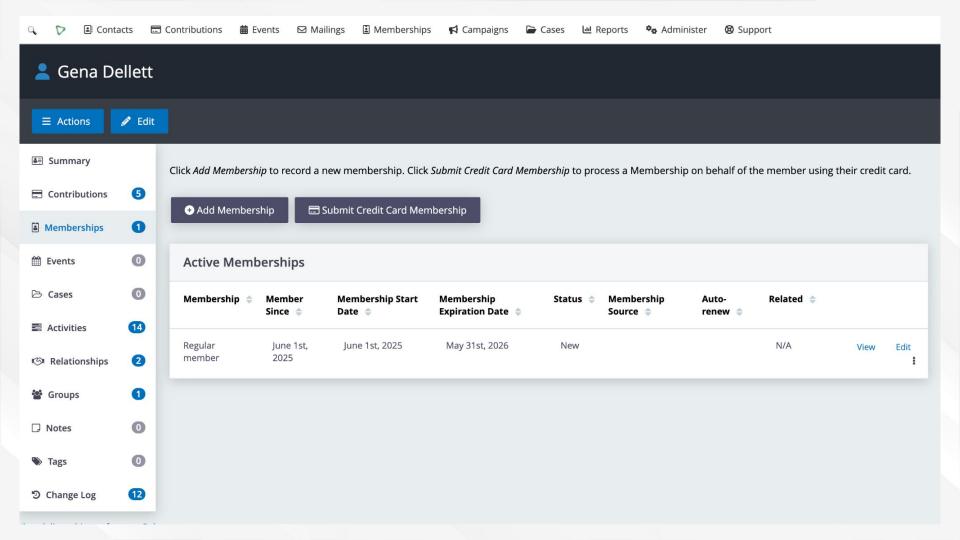
Additional extensions are being evaluated. Contact us to offer feedback.

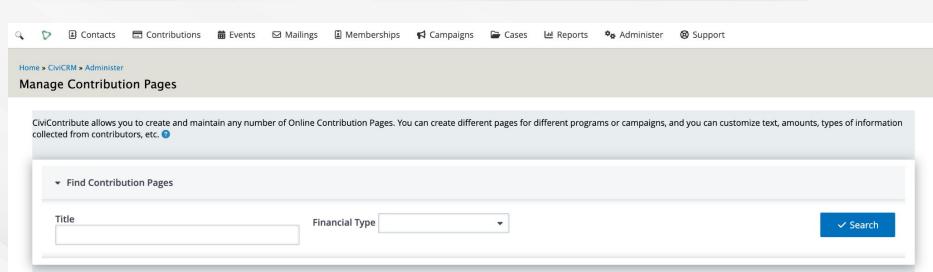
	STARTER ESSENTIALS PRO	
GDPR	S∈PA SEPA	stripe Stripe
TSYS TSYS	iATS Payments	<i>PoyPol</i> PayPal
ुर्गच्याः UKGiftAid	CDNTaxReceipts	CiviCampaign
APIKey	Mosaico	Twilio
CiviDiscount	Contact Layout Editor	CiviRules

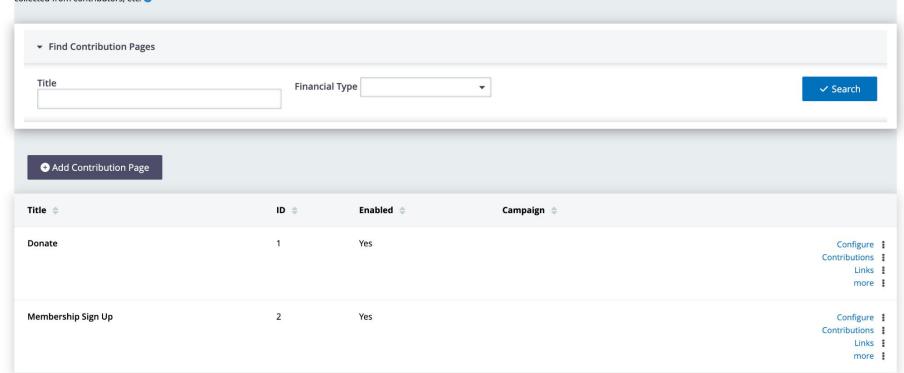












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Financial Accounts

Financial accounts correspond to those in your accounting system. Financial types, payment methods, and premiums are associated with financial accounts so that they can result in the proper double-entry transactions to export to your accounting system.

Name 🌲	Description \Rightarrow	Acctg Code \$	Account Type ^	Deductible?	Reserved?	Default?	Enabled?			
Accounts Receivable	Amounts to be received later (eg pay later event revenues)	1200	Asset (AR)	No	No		Yes	Edit	Disable	Delete
Deposit Bank Account	All manually recorded cash and cheques go to this account	1100	Asset (BANK)	No	No	~	Yes	Edit	Disable	Delete
Payment Processor Account	Account to record payments into a payment processor merchant account	1150	Asset (BANK)	No	No		Yes	Edit	Disable	Delete
Premiums inventory	Account representing value of premiums inventory	1375	Asset (OCASSET)	No	No		Yes	Edit	Disable	Delete
Premiums	Account to record cost of premiums provided to payors	5100	Cost of Sales (COGS)	No	No	~	No	Edit	Enable	Delete
Banking Fees	Payment processor fees and manually recorded banking fees	5200	Expenses (EXP)	No	No	~	Yes	Edit	Disable	Delete

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Financial Types

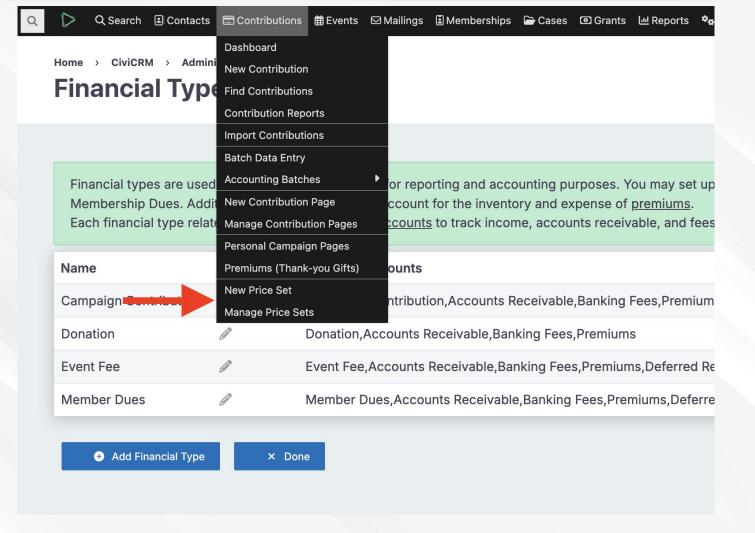
Financial types are used to categorize contributions for reporting and accounting purposes. You may set up as many as needed, including commonly used types such as Donation, Campaign Contribution or Membership Dues. Additionally, financial types can account for the inventory and expense of premiums.

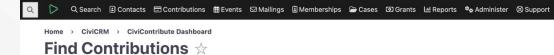
Each financial type relates to a number of financial accounts to track income, accounts receivable, and fees.

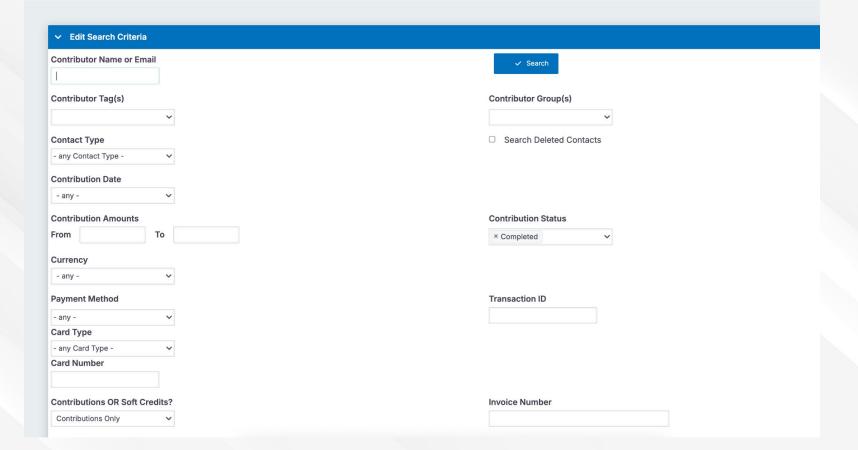
Name	Description	Financial Accounts	Deductible?	Reserved?	Enabled?			
Campaign Contribution	i	Campaign Contribution, Accounts Receivable, Banking Fees, Premiums	No	No	Yes	Accounts	Edit	:
Donation	i	Donation,Accounts Receivable,Banking Fees,Premiums	Yes	No	Yes	Accounts	Edit	i
Event Fee	ø	Event Fee,Accounts Receivable,Banking Fees,Premiums,Deferred Revenue - Event Fee	No	No	Yes	Accounts	Edit	:
Member Dues	i	Member Dues,Accounts Receivable,Banking Fees,Premiums,Deferred Revenue - Member Dues	Yes	No	Yes	Accounts	Edit	:
Stipend	•	Stipend,Accounts Receivable,Banking Fees,Premiums	No	No	Yes	Accounts	Edit	:

Add Financial Type

× Done









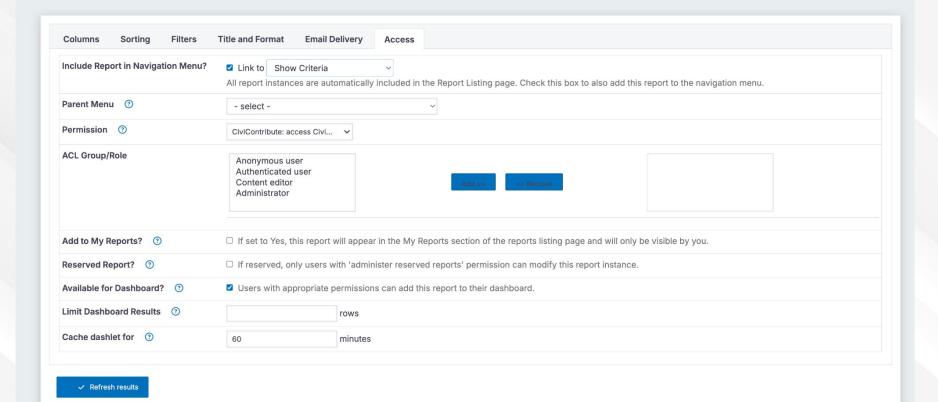
Contribution Reports \updownarrow

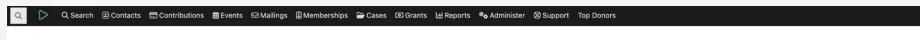
Contribution Reports			
Contribution Summary	Groups and totals contributions by criteria including contact, time period, contribution type, contributor location, etc.	View Results	more
Contribution Details	Lists specific contributions by criteria including contact, time period, contribution type, contributor location, etc. Contribution summary report points to this report for contribution details.	View Results	more
Repeat Contributions	Given two date ranges, shows contacts who contributed in both the date ranges with the amount con- tributed in each and the percentage increase / decrease.	View Results	more
Contributions by Organization	Displays a detailed list of contributions grouped by organization, which includes contributions made by employees for the organisation.	View Results	more
Contributions by Household	Displays a detailed list of contributions grouped by household which includes contributions made by members of the household.	View Results	more
Top Donors	Provides a list of the top donors during a time period you define. You can include as many donors as you want (for example, top 100 of your donors).	View Results	more
SYBUNT (some year but not this year)	Some year(s) but not this year. Provides a list of constituents who donated at some time in the history of your organization but did not donate during the time period you specify.	View Results	more
LYBUNT (last year but not this year)	Last year but not this year. Provides a list of constituents who donated last year but did not donate during the time period you specify as the current year.	View Results	more
Soft Credits	Shows contributions made by contacts that have been soft-credited to other contacts.	View Results	more
Bookkeeping Transactions	Provides transaction details for all contributions and payments, including Transaction #, Invoice ID, Payment Instrument and Check #.	View Results	more
Personal Campaign Page Summary	Summarizes amount raised and number of contributors for each Personal Campaign Page.	View Results	more
Contribution Aggregate by Relationship	List contact's donation history, grouped by year, along with contributions attributed to any of the contact's related contacts.	View Results	more
Recurring Contributions	Provides information about the status of recurring contributions	View Results	more



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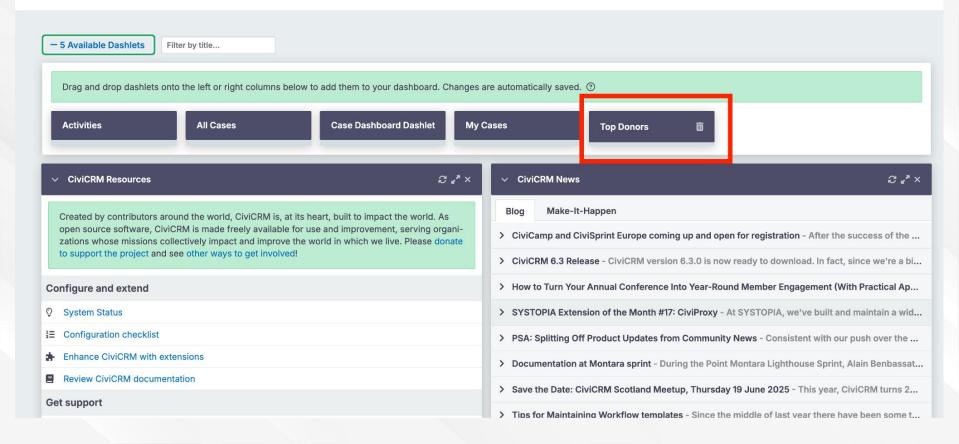
Top Donors ☆



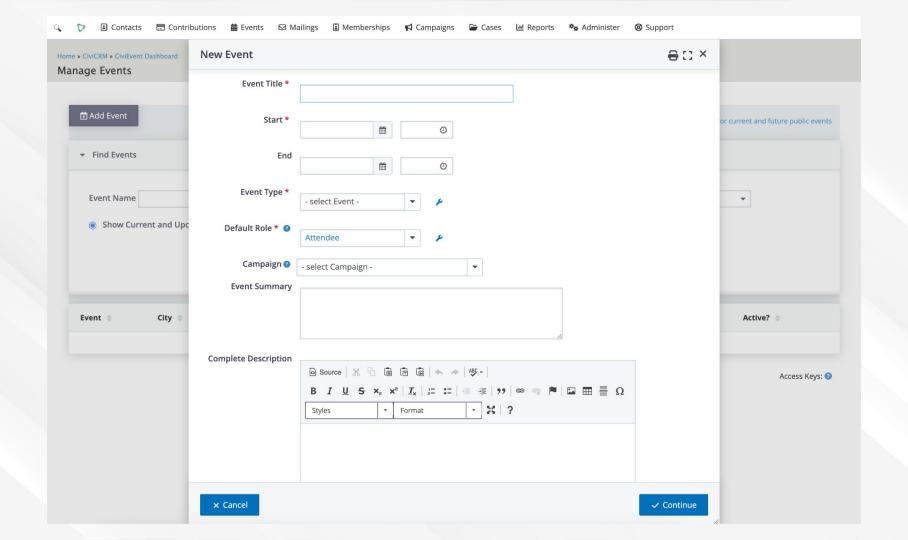


Home

CiviCRM Home ☆



Events & Email



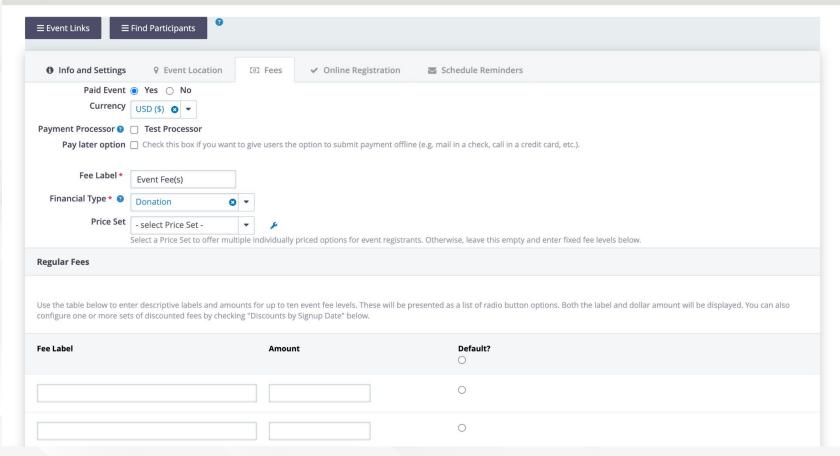


≡ Event Links **≡** Find Participants • Info and Settings ♥ Event Location ✓ Online Registration Schedule Reminders Fees Use this form to configure the location and optional contact information for the event. This information will be displayed on the Event Information page. It will also be included in online registration pages and confirmation emails if these features are enabled. Street Address @ City Postal Code State/Province Country Choose country first - select Country -Save Cancel

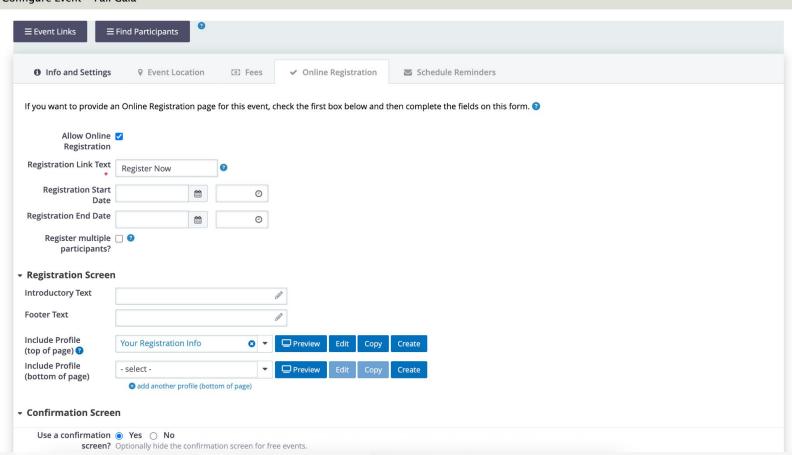


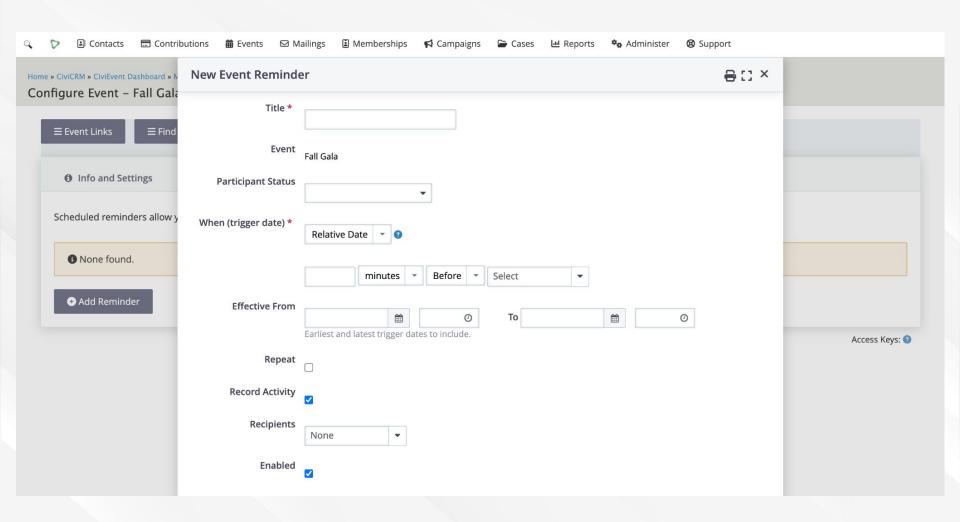
Home » CiviCRM » CiviEvent Dashboard » Manage Events » Configure Event

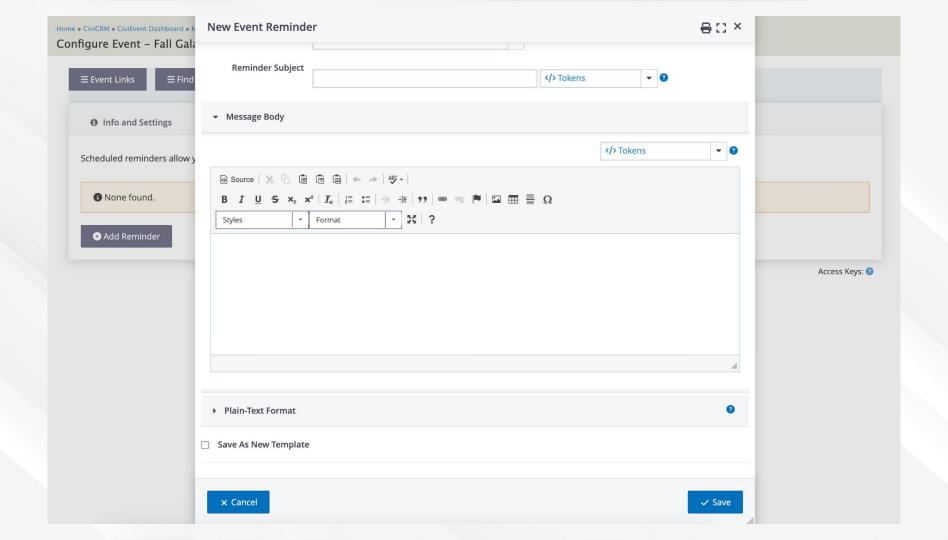
Configure Event - Fall Gala

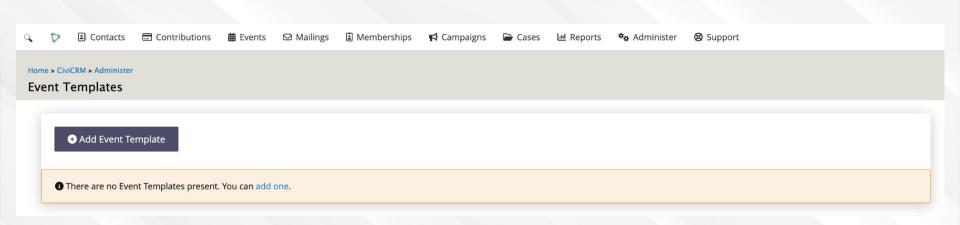








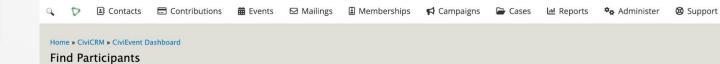


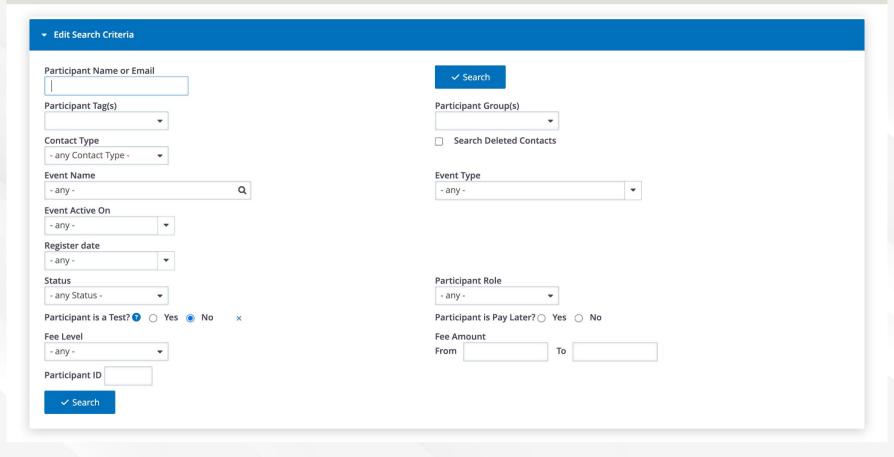


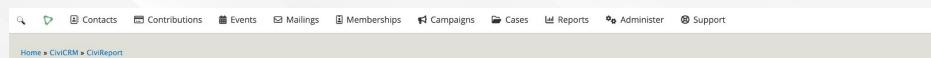
Fall Gala

Your Registration Info		
First Name *		
Last Name *		
Favorite Color *	- select Favorite Color -	•
Email Address *		

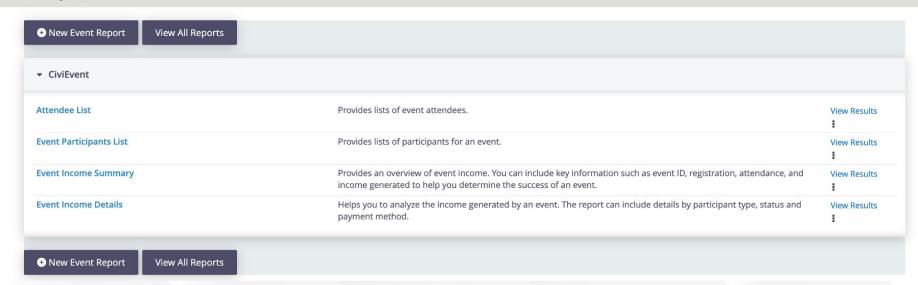


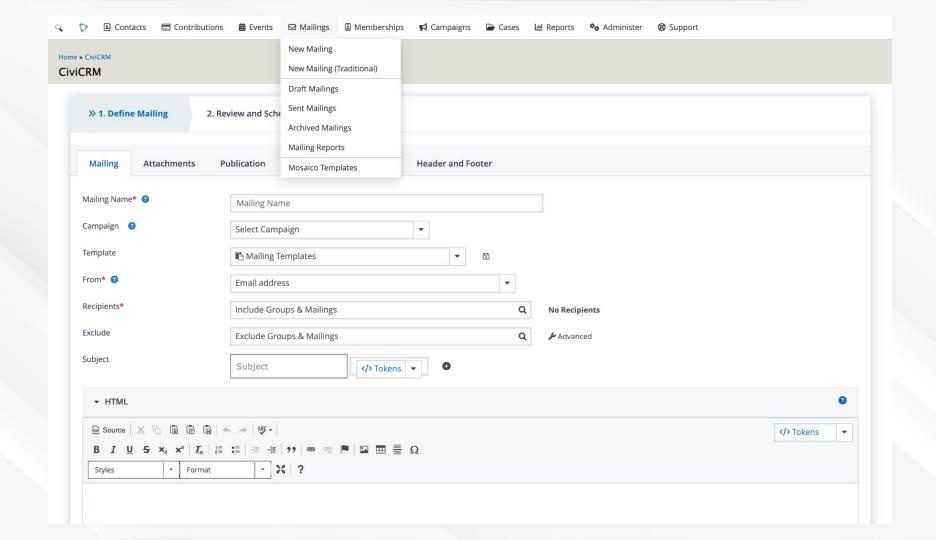


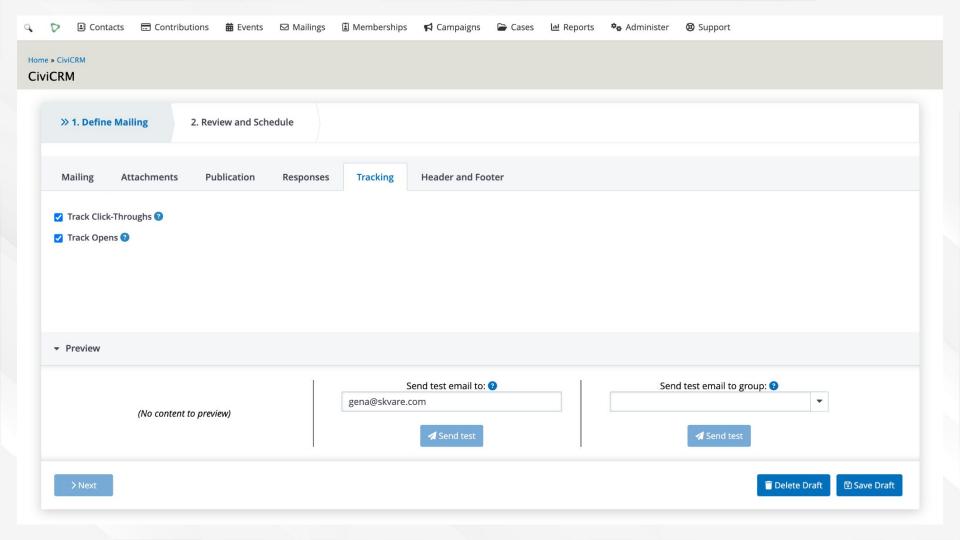


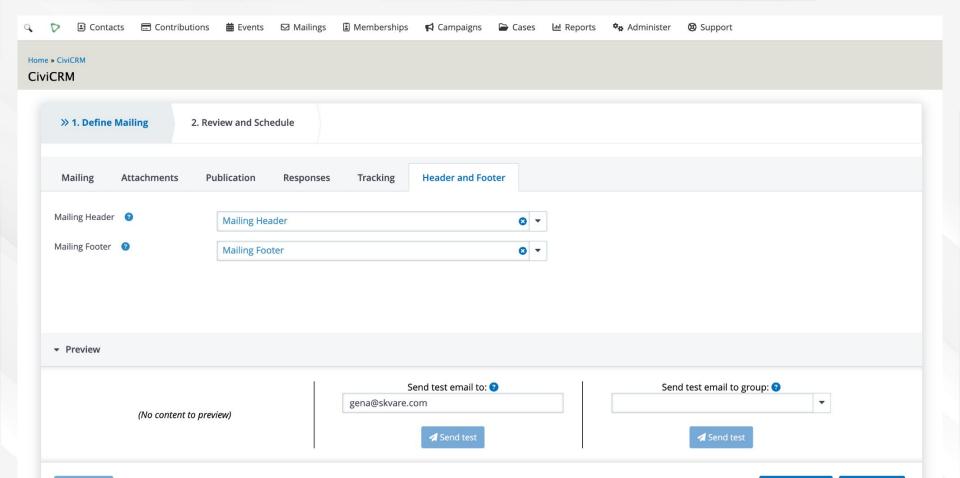


Event Reports





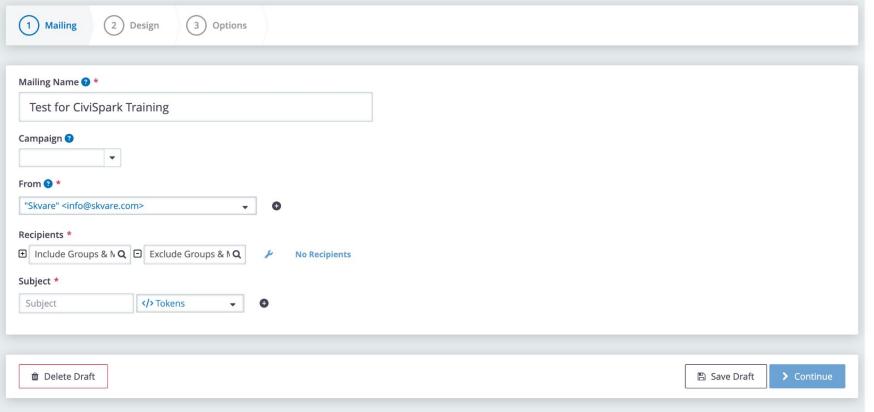


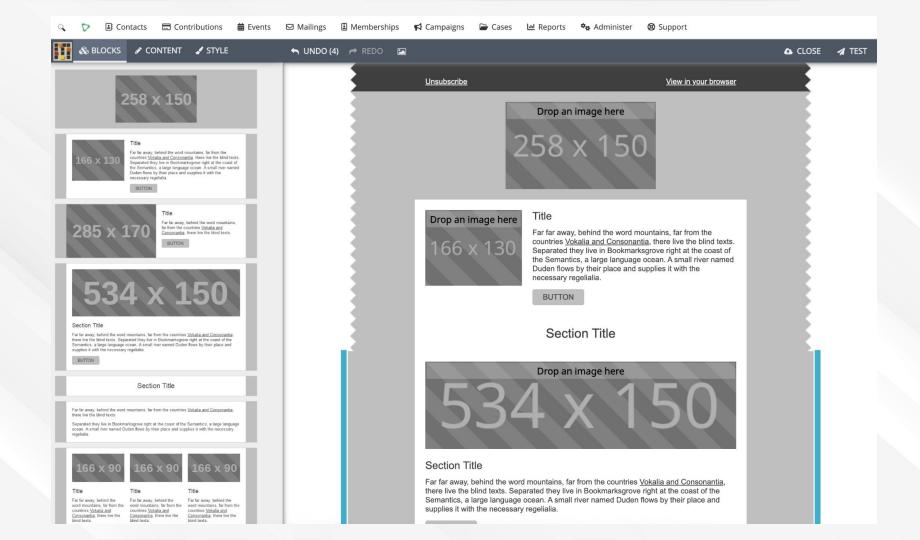


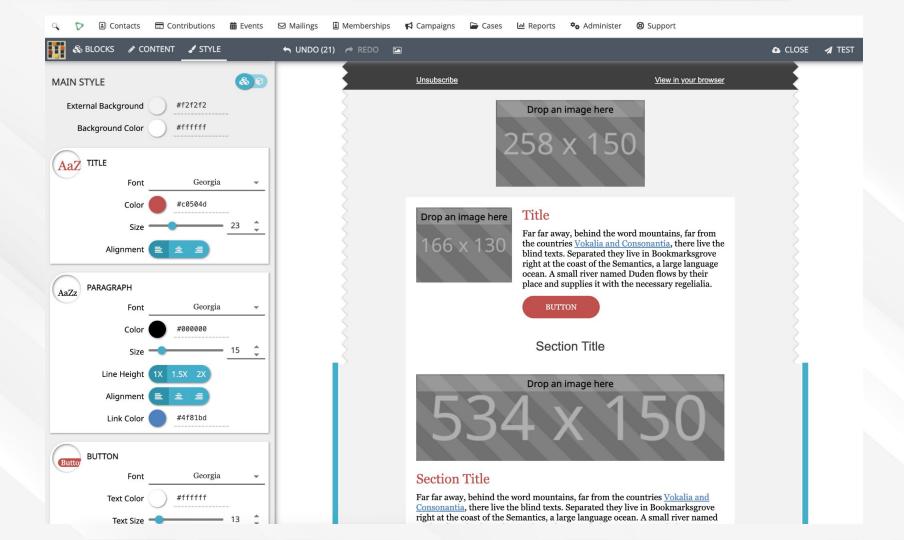


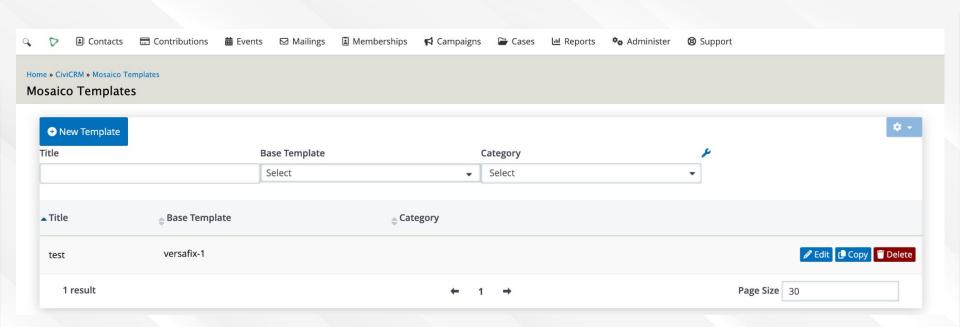


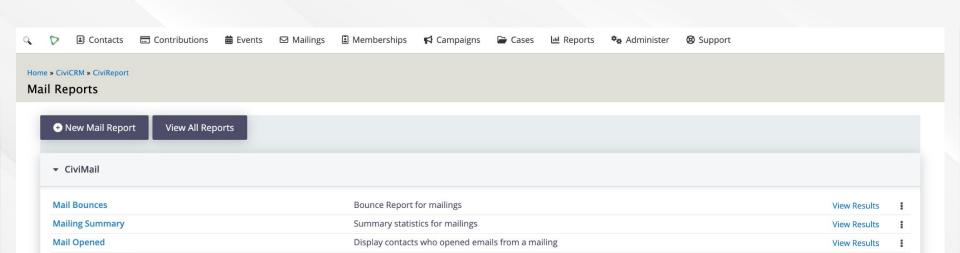












Provides reporting on Intended and Successful Deliveries, Unsubscribes and Opt-outs, Replies and Forwards.

View Results

View Results

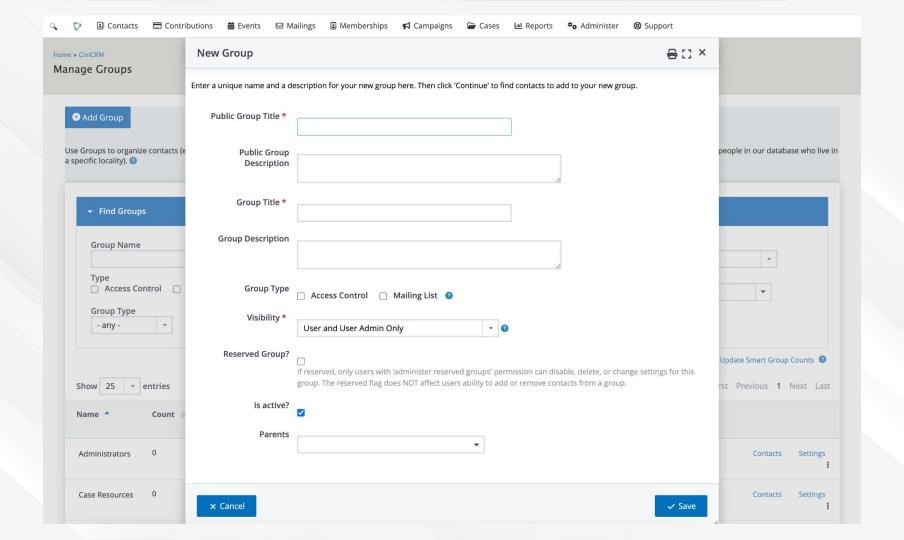
Display clicks from each mailing

Mail Clickthroughs

• New Mail Report

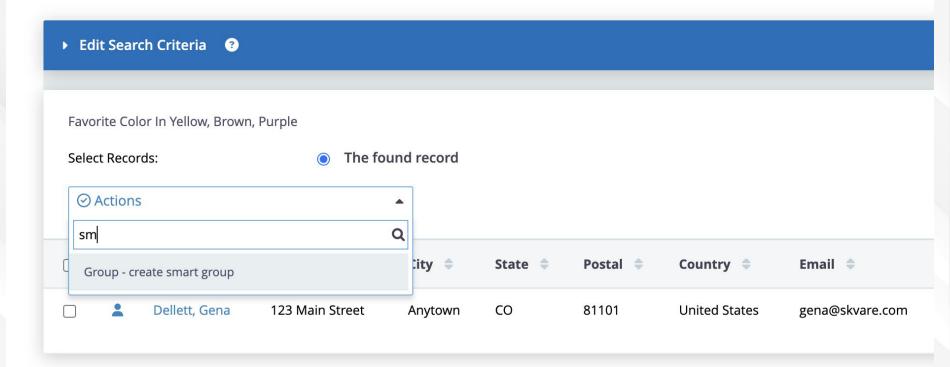
View All Reports

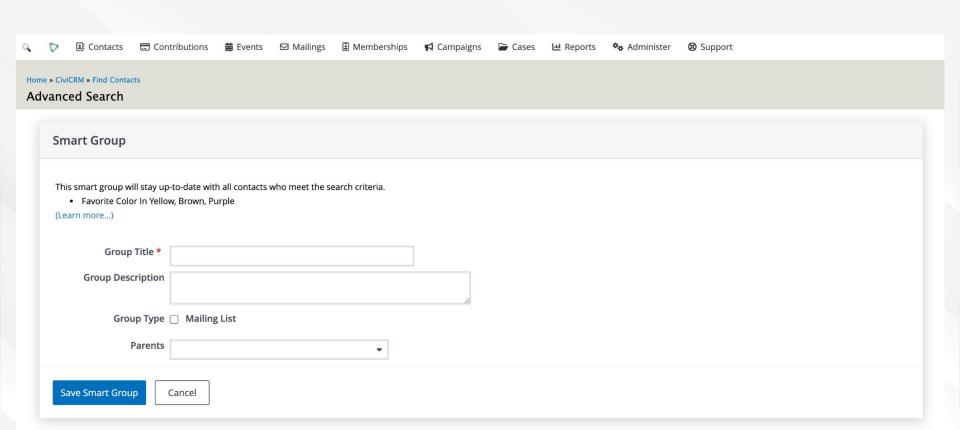
Mailing Details



Home » CiviCRM » Find Contacts

Advanced Search





Get Support

skvare.com

info@skvare.com

civicrm.org/civicrm/experts chat.civicrm.org