

# Raiser's Edge is a Team Sport

**An Introduction to CRMs**

# Meet Jen

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**First thing first: What are CRMs  
and why should you care?**

# The Walmart of nonprofit CRMs: Raiser's Edge

**Glossary of terms:  
queries, attributes, reports, and  
batching - oh my!**

# Learning by doing: How Kelly and Erica came to be experts in RE



# One system, many players: Kelly's work in RE

# One system, many players: Erica's work in RE

**One system, many players:  
The rest of the team**

**In conclusion: It takes a village**

**Thank you! Any questions?**