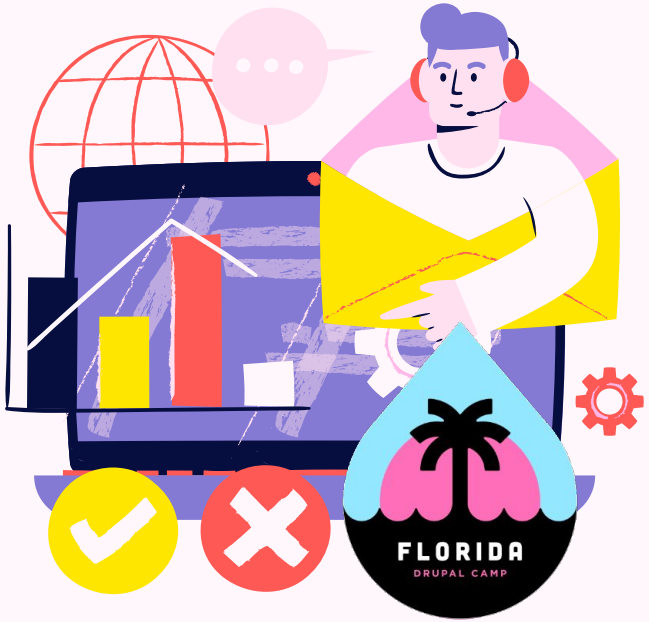
Drupal CRM: An Extensible Replacement for CiviCRM



Steven Ayers & JD Leonard
Feb 21, 2026 @ Florida Drupal Camp

WHO ARE THESE GUYS?

STEVE
bluegeek9

JD
jdleonard

Pssst... slide deck →

AGENDA

01	Introductions	And Stickers!
02	Install with DDEV	Install CRM right now
03	CiviCRM and friends	Other CRM options w/ Drupal
04	Intro to Drupal CRM	What Drupal CRM brings to the table
05	Demo!	And resources

01

INTRODUCTIONS

Yes, there are stickers.

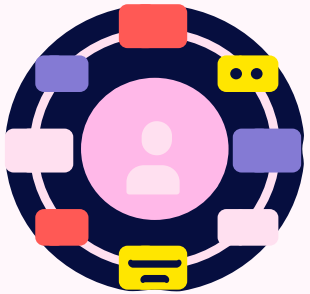
SUPPORTING ORGANIZATIONS

PORTLAND WEBWORKS

.com

GOV WEBWORKS

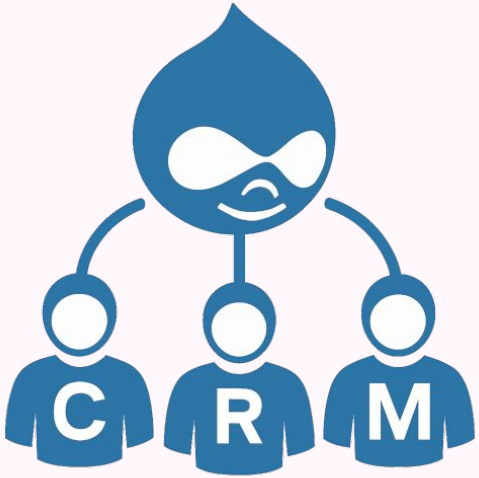
.com



YOUR ORGANIZATION

More on this later!

STICKERS



QUIZ TIME!

What do you think the C in CRM stands for?

Who has installed CiviCRM?

Who has installed RedHen, CRM Core, or Contacts (not Drupal CRM)?

Who has installed Drupal CRM?

02

INSTALL WITH DDEV

Install CRM right now

WHY NOT DO THIS NOW?

DGO.TO/CRM → DRUPAL.ORG/PROJECT/CRM

```
mkdir flcrm && cd flcrm
ddev config --project-type=drupal --docroot=web --project-name=flcrm
ddev start
ddev composer create-project "drupal/recommended-project:^11"
ddev composer config minimum-stability beta
ddev composer require drupal/crm drush/drush
ddev drush site:install -y
ddev drush recipe modules/contrib/crm/recipes/crm_simpsons
ddev launch $(ddev drush uli)
```

03

CiviCRM AND FRIENDS

CiviCRM

Open-source **constituent** relationship management (CRM) system that can be hosted within Drupal

CiviCRM

CIVIC FOCUS

Nonprofits and civic organizations

ECOSYSTEM

Non-Drupal extensions offering features and integrations

CMS INTEGRATION

Can be hosted within Drupal, WordPress, Joomla, Backdrop

SEPARATE DATABASE

Challenging to use Civi data with Drupal features

OTHER DRUPAL-NATIVE CRMs

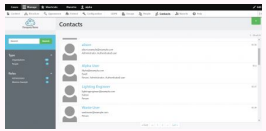
OTHER DRUPAL-NATIVE CRMs

RedHen CRM

- Limited activity (over 3 months ago)
- May 2025 release supports Drupal 10
- Distinct entity types for Persons & Orgs

CRM Core

- Not actively developed (no non-dev release since Drupal 7)
- June 2025 dev release supports Drupal 11
- Distinct entity types for Persons & Orgs



Contacts

- Limited activity (over 6 months ago)
- Aug 2025 release supports Drupal 11
- Uses user entity for all types of contacts

04

INTRO TO DRUPAL CRM

What Drupal CRM brings to the table

DRUPAL CRM

Modern foundation upon which rich Drupal applications involving **contacts** and their **relationships** can be built

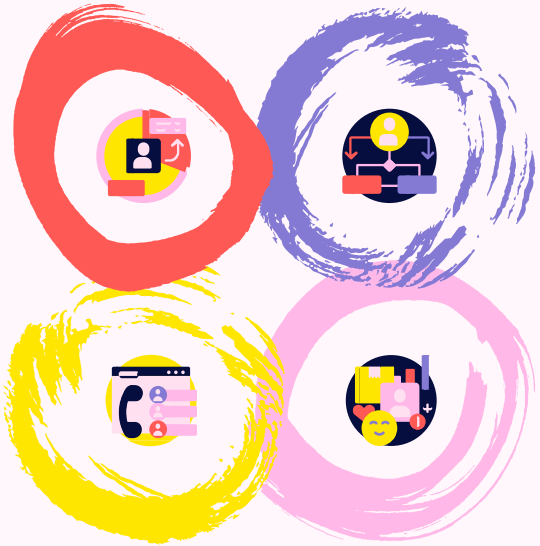
NOTABLE ENTITY TYPES

CONTACT

+ Contact Type

CONTACT METHOD

+ Contact Method Type
+ Method Detail



RELATIONSHIP

+ Relationship Type

USER CONTACT MAPPING

WHY NOT CONTENT TYPES?

CAN'T SUB-TYPE

Contact bundles for Person / Organization / Household; Relationship bundles

ECOSYSTEM

Facilitate an ecosystem around known entity types and all their bundles

NO BAGGAGE

No editorial workflow (authored by, promoted to front page), unwanted availability in menus, etc.

CONTACTS

SUB-TYPES

Person, Organization, Household, etc.

REVISIONABLE

Full version tracking with metadata

NAMING

Advanced name formatting

CONTACT METHODS

Email, Telephone, Address

COMPUTED AGE

Birth date + death date

COMMENTS / NOTES

Leverages core comments

CONTACT METHODS

SUB-TYPES

Email, Telephone, Address, etc.

REVISIONABLE

Full version tracking with metadata

PRIMARY

Designated primary of each type

ACCESS CONTROL

Inherited from Contact

TYPE CLASSIFICATION

Home, Work, Mobile, etc.

ADD YOUR FIELDS

Opt-in / opt-out / last confirmed, etc.

RELATIONSHIPS

SUB-TYPES

Email, Telephone, Address, etc.

REVISIONABLE

Full version tracking with metadata

STATUS

Can be active or inactive

SENSIBLE VALIDATION

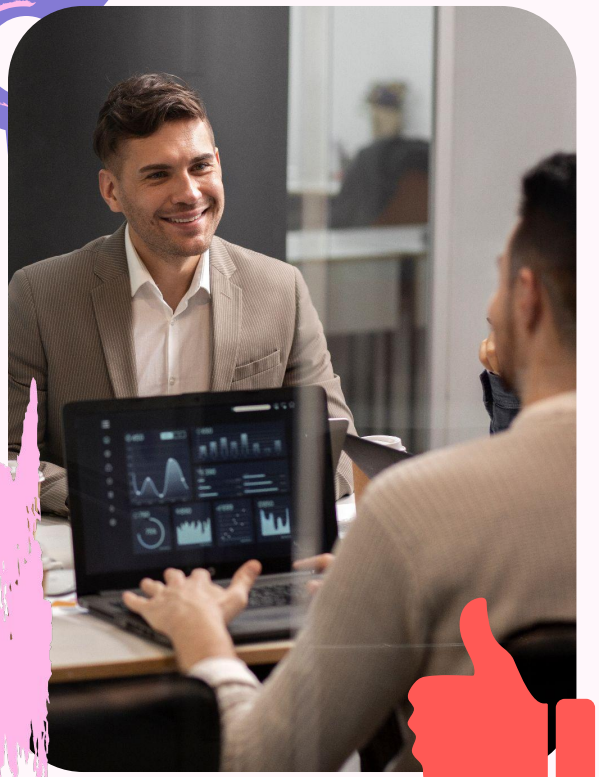
Prevents self-relationships; validates contact references

COMPUTED CONTACT A+B

Contacts exposed individually and as multi-value field

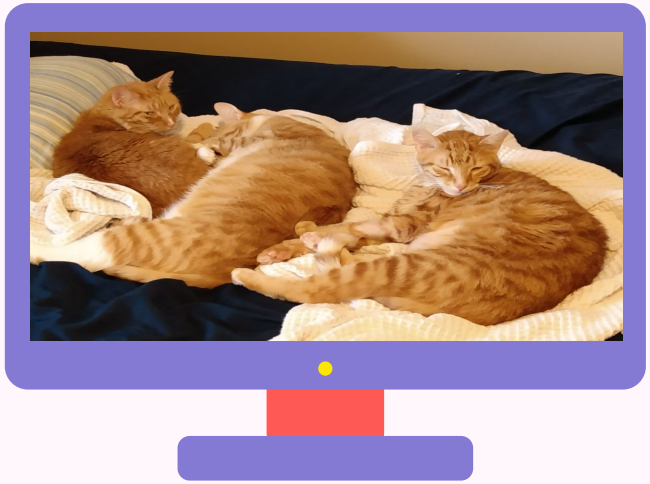
COMPUTED AGE

Duration based on start and end date



USER CONTACT MAPPING

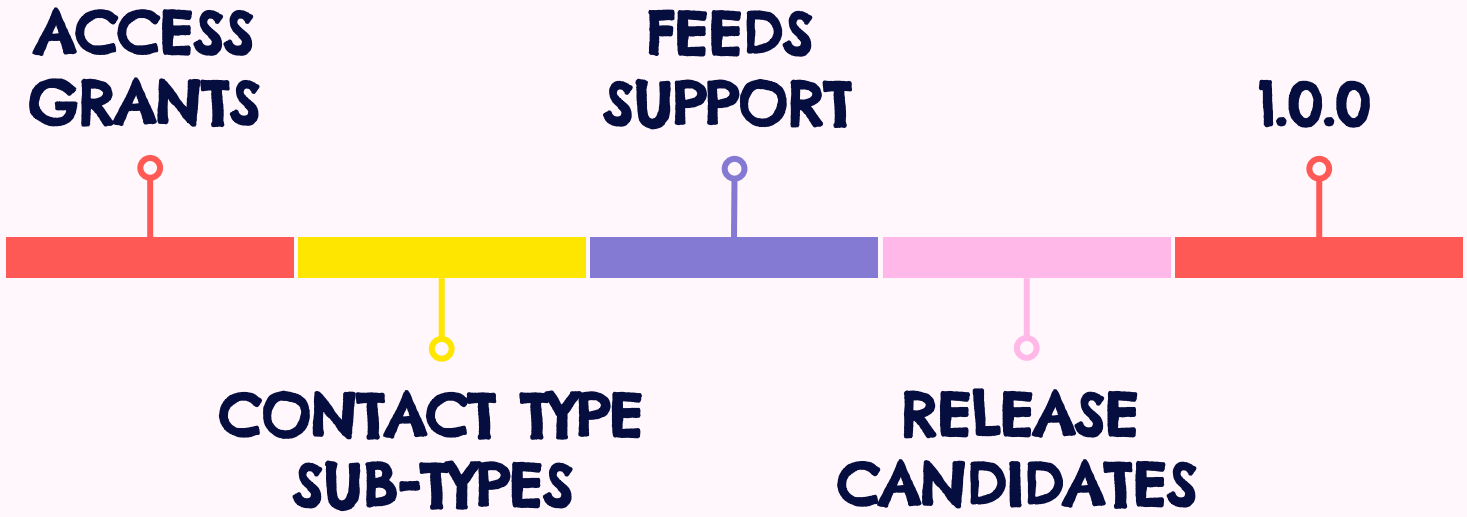
- A Contact (of type Person) and a User may be mapped one-to-one
- Permissions for User to view/edit mapped Contact
- User display name override from Contact
- Event fired when User created
  - Can auto-lookup Contact by email address
  - Can auto-create Contact if it doesn't exist
- Expose Contact fields on its mapped User (view mode and/or form mode)
  - Choice of access control based on User entity or Contact entity



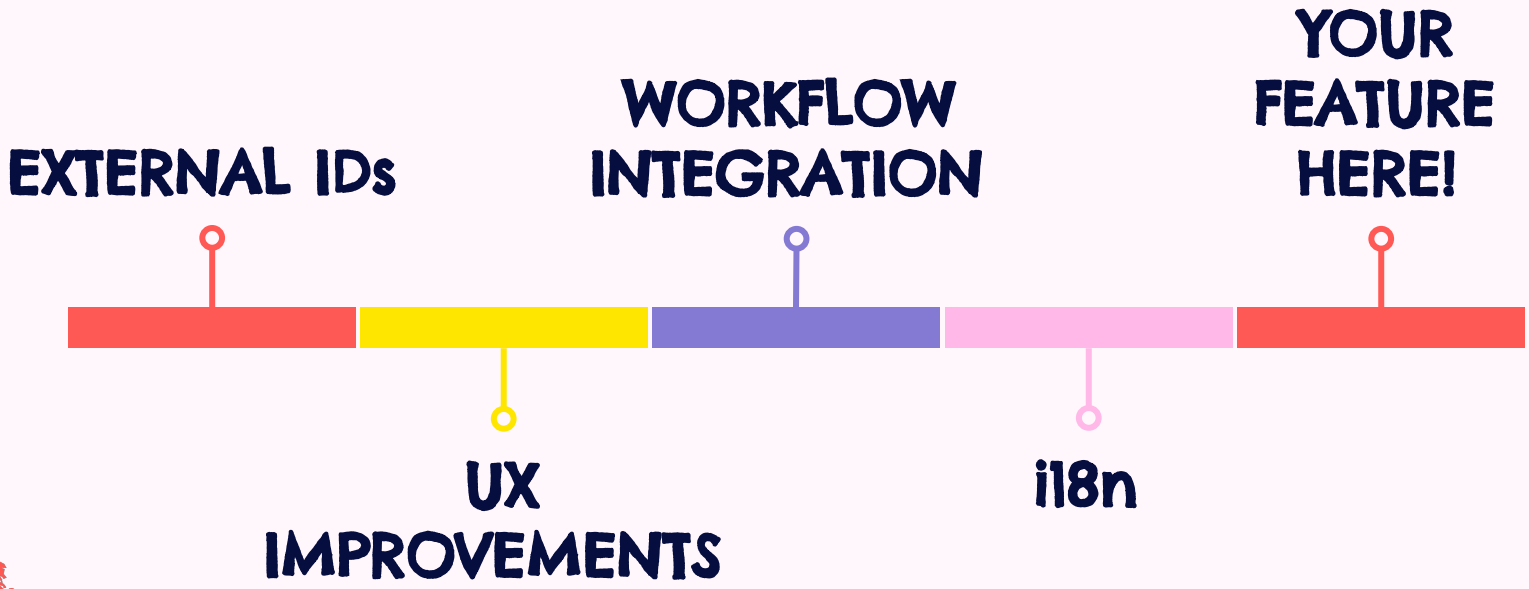
05

DEMO!

ROADMAP TO STABLE RELEASE



CRM *PROJECT* ROADMAP >=1.1



CRM *ECOSYSTEM* ROADMAP

MIGRATION PATHS

From RedHen, CRM Core, and CiviCRM

CASE MANAGEMENT

Track case information related to contacts

MEMBERSHIP MANAGEMENT

Advanced membership tracking, directory

EVENT REGISTRATION

Person contacts as event attendees

COMMERCE INTEGRATION

Dues, paid events, donations

MARKETING EMAILS

Mailchimp replacement

MEMBER PLATFORM INITIATIVE

Tools for clubs, associations, meetup groups, and nonprofits

MemberPlatform.org →
drupal.org/project/member

MEMBERSHIP MANAGEMENT

Advanced membership tracking, directory

EVENT REGISTRATION

Person contacts as event attendees

COMMERCE INTEGRATION

Dues, paid events, donations

MARKETING EMAILS

Mailchimp replacement

CONTRIBUTION DAY

Join us Sunday afternoon to explore
and improve Drupal CRM

HOW TO SUPPORT CRM

QA

Install, test, and create issues

DEVELOP

Fix bugs and implement features

EVANGELIZE

Present at meetups, propose use of CRM by other projects

FINANCE

Paid engagements for features, migrations, other projects

THANKS!

DO YOU HAVE ANY QUESTIONS?

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bluegeek9

JD LEONARD
jdleonard

Drupal Slack: #crm