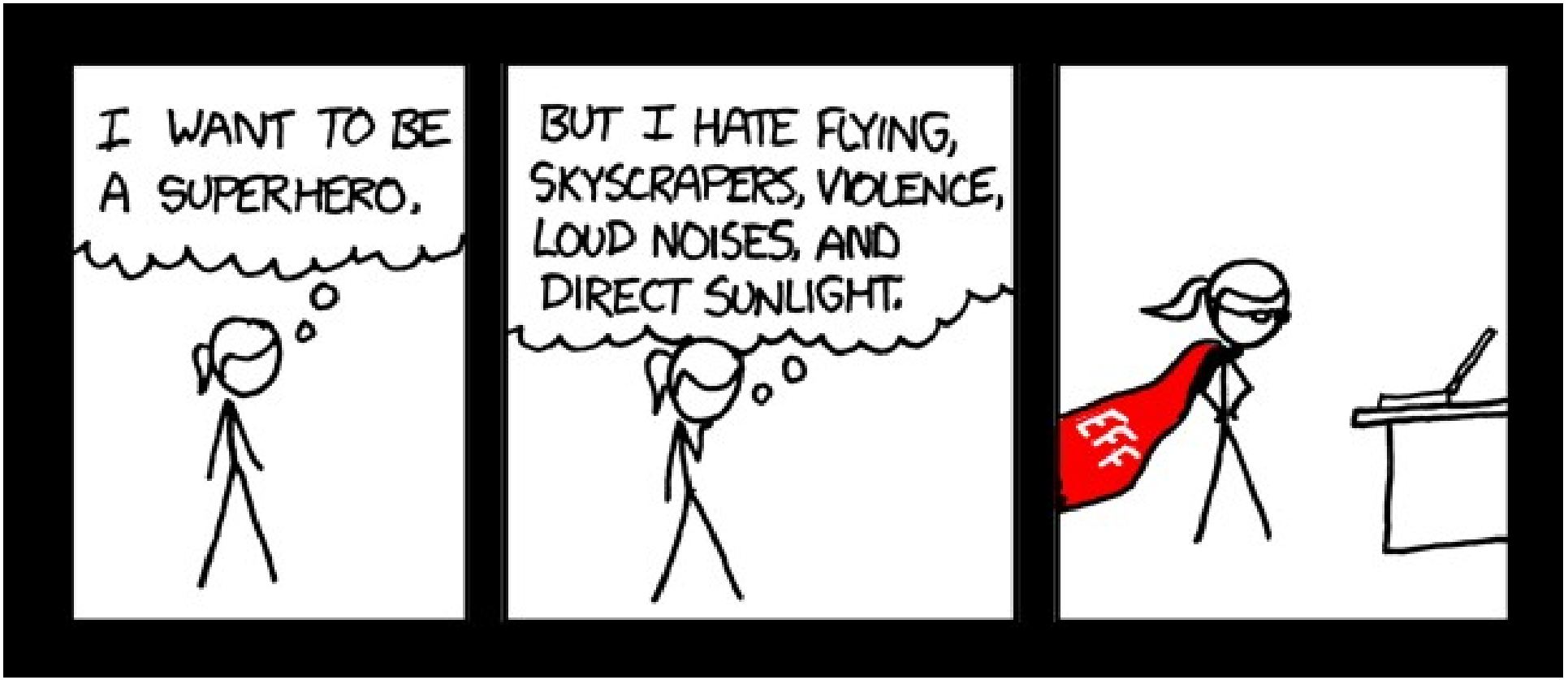
DRUPALCON
DENVER
MARCH 19-23, 2012

EFF + Drupal7 + CiviCRM = Great

Elly Jonez
@le
elly@chapterthree.com

Micah Lee
@micahflee
micah@eff.org

Who is the EFF you ask?



https://www.eff.org

Who is the EFF you ask?

A non-profit civil liberties organization

defending your rights in a digital world!

In 2006, EFF moved to Drupal (5)
In 2011, they were still on it

4 years worth of ad-hoc custom module code

Modules and libraries no longer supported

Hard to update for security

Performance issues

Sadly, a lot of non-profits

are still on Drupal 5

A long, long time ago there was Convio

EFF used Convio for:	But Convio had problems:
• Managing contacts • Processing donations • Sending bulk emails • Action alerts	• Proprietary, expensive • Legal concerns • Plaintext passwords • Hard to customize

... plus, the contract was close to running out

eff.org/2011/october/effs-membership-program-goes-open-source

Solution: Drupal 7 + CiviCRM

One needed the other!

After 6 months of work building and migrating

we launched

a Drupal 7 powered www.eff.org

And a CiviCRM powered supporters.eff.org

within two weeks of each other

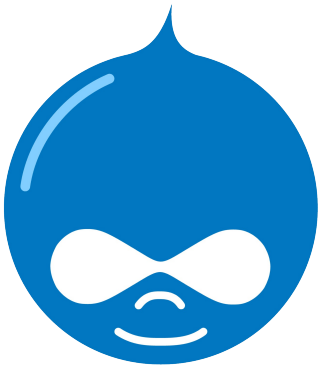
in October 2011

What is CiviCRM?

"CiviCRM is a web-based, open source, Constituent Relationship Management (CRM) software geared toward meeting the needs of non-profit and other civic-sector organizations."

CIVICRM

https://civicrm.org



D5 → D7

forget the upgrade path.

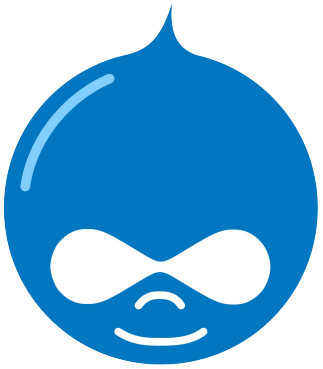
if you're anything like most organizations,

you're going to need to **build a new site**

and **migrate the old data** into it

this is a good thing

since you probably want to make some changes anyway



D5 → D7

don't try to do too much at once

we kept the same basic info architecture

our redesign was very minor

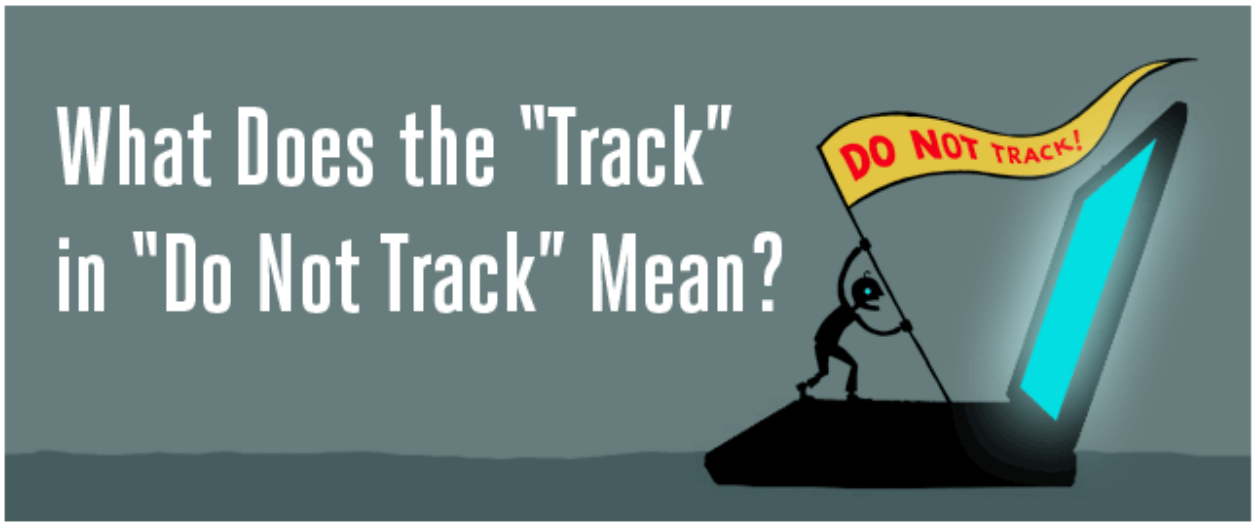
the main goal: get the data moved over, theme,

& create a foundation for future development

ELECTRONIC FRONTIER FOUNDATION

EFF is the leading civil liberties group defending your rights in the digital world. » About Us

HOME | ABOUT | OUR WORK | DEEPLINKS BLOG | PRESS ROOM | TAKE ACTION | JOIN EFF | Enter search terms | GO



DONATE to EFF — Defend your digital rights!

SIGN UP Get EFFector, EFF's Free Email Newsletter

email address | zip code (optional) | GO

FOLLOW EFF

Check out this week's EFFector! https://w2.eff.org/effector/ Printed on 100% recycled electrons.

Protesters securing secret documents throughout #Egypt as State Security tries to shred, burn, destroy evidence https://eff.org/r.3z4

Twitter Facebook Identi.ca More

PROJECTS

FREE SPEECH · PRIVACY · FAIR USE · INNOVATION · TRANSPARENCY · INTERNATIONAL

UPDATES | UPCOMING EVENTS | EFF IN THE NEWS | WHITEPAPERS

ACTION ALERT | March 09, 2011

Don't Let TPP Become the Next ACTA: Contact Your Lawmakers and Demand Transparency!

ACTION ALERT | March 07, 2011

Act Now: Less Than Three Months to Rein in PATRIOT and Restore JUSTICE!

BEFORE

ELECTRONIC FRONTIER FOUNDATION
DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

SEARCH

HOME | ABOUT | OUR WORK | DEEPLINKS BLOG | PRESS ROOM | TAKE ACTION | SHOP

Donate to EFF

Join EFF

Stay in Touch

Email Address

Zip Code (optional)

SIGN UP NOW

UPDATES

Sunshine Week: Forecast Looks Cloudy for PATRIOT Act Transparency
DEEPLINKS BLOG | March 16, 2012

Sunshine Week: EFF's Current Freedom of Information Act Lawsuits
DEEPLINKS BLOG | March 16, 2012

Facebook's (In)conspicuous Absence From the Do Not Track Discussions
DEEPLINKS BLOG | March 15, 2012

Follow EFF

Obama's 2012 campaign is watching you https://eff.org/r.4Ve #DNTrack #privacy
MAR 17 @ 5:04PM

DOJ releases 300 pages of docs to EFF in Patriot Act suit, none of which shed light on the info we requested https://eff.org/r.V7j

AFTER

Mistakes Were Made (Part One)

1. we wrote custom migration scripts. we should have used migrate.module

2. we were cavalier with content strategy. we should have done more cleanup & involved more stakeholders

3. EFF should have used Drupal development best practices during the 4 years of Drupal 5

Moving to CiviCRM

CiviCRM does most of what Convio does, but not everything

CiviSMTP

send bulk emails

Salsa Labs

targeted action alerts

Authorize.net & PayPal

process CC donations

Convio → CiviCRM was an API Party

CIVICRM
API

Salsa
API

Salesforce
API

Convio
API

Convio → CiviCRM was an API Party

The Convio API sucks.

Solution: they will sync data to SalesForce for you.

We wrote an Epic Migration Script, mixing up

Convio API, Salesforce API, CiviCRM API, Salsa API

We moved ~200,000 contacts, which was a massive migration job

But now EFF has over 1,000,000 contacts in CiviCRM

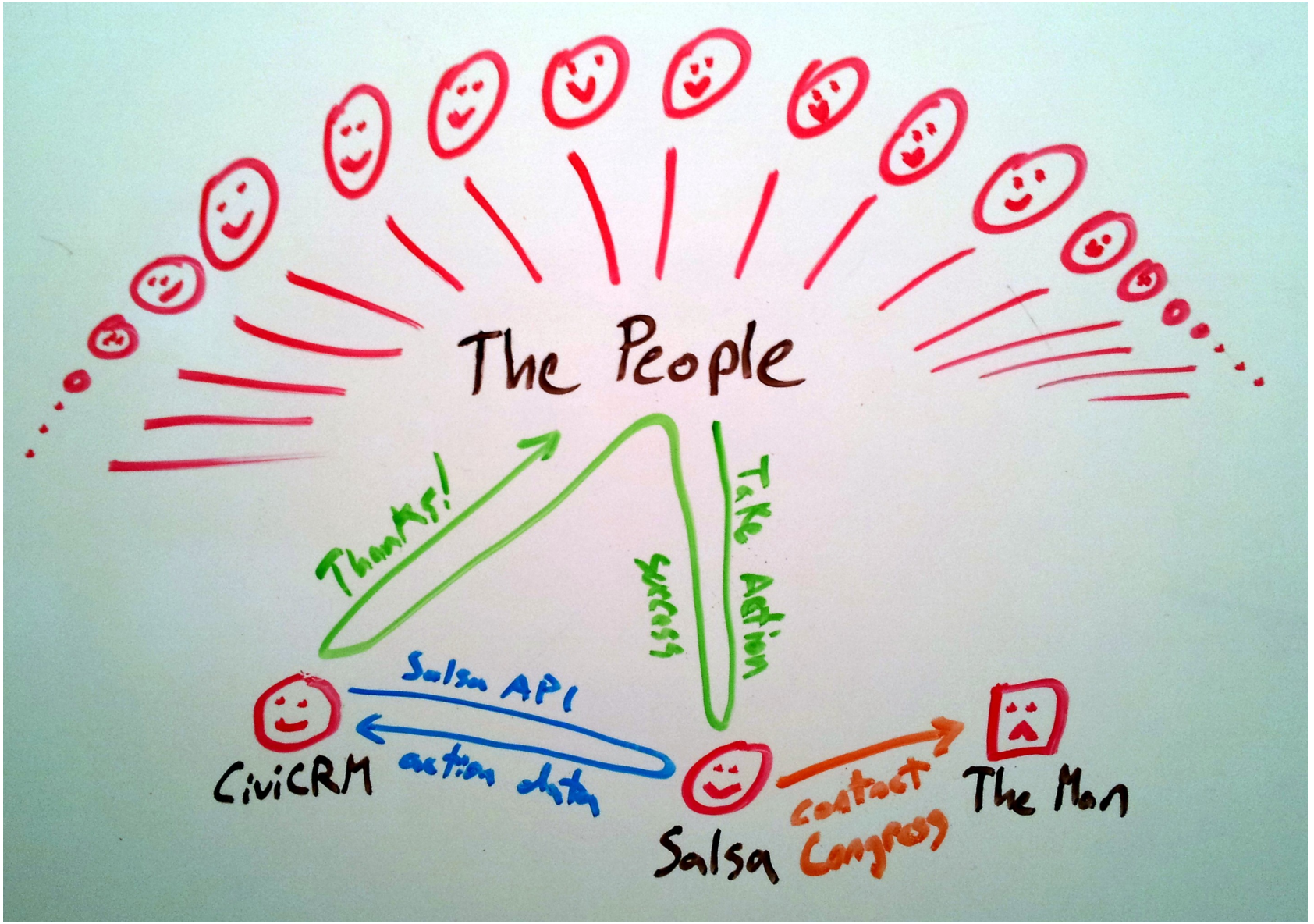
Convio → CiviCRM was an API Party

But it was all worth it!

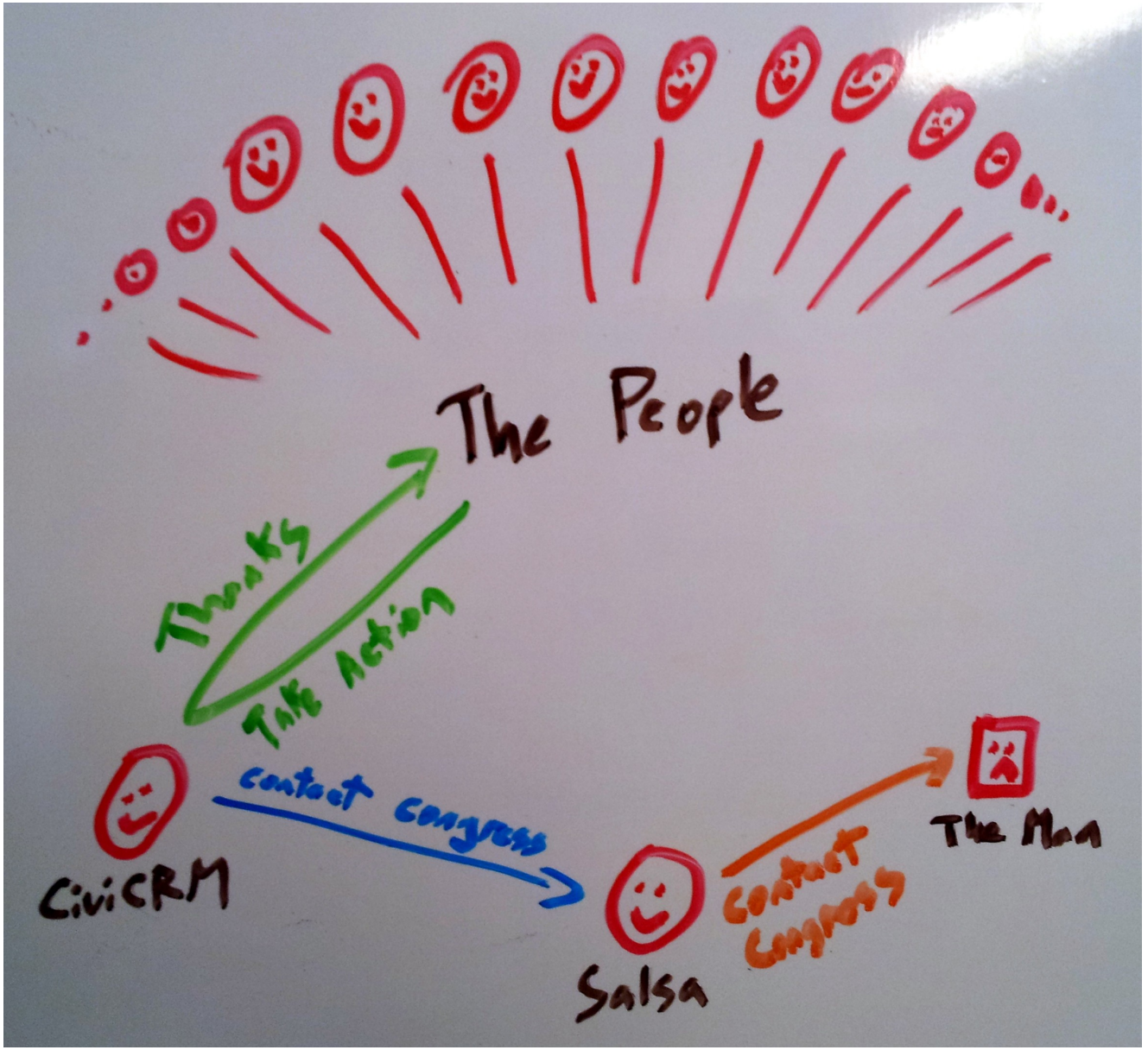
Recurring Credit Card Donors (a quick note)

- We had ~1000 recurring donors in Convio
- Technically they're in Convio's payment processor
- Convio told us they were with the wrong payment processor
- Took way too many hours to sort out the details
- In the end, we got credit card numbers and re-charged them in CiviCRM through Authorize.net
- In a similar boat? With less recurring donors, it's not worth it

Salsa + CiviCRM API = EFF Action Center



Salsa + CiviCRM API = EFF Action Center



Open Source Community is Rad

1. We can extend CiviCRM by writing Drupal modules impossible with Convio

2. EFF developers participate in and host CiviCRM code sprints, meetups

3. EFF submits patches which improve CiviCRM for everyone

4. Now EFF is funding some CiviCRM development

Hire an expert: https://civicrm.org/what/experts

Make it Happen campaigns: http://civicrm.org/participate/mih

A Note About Best Practices

1. Building in-house development capacity at non-profits is hard

2. EFF is lucky & rare in that it is basically staffed by nerds

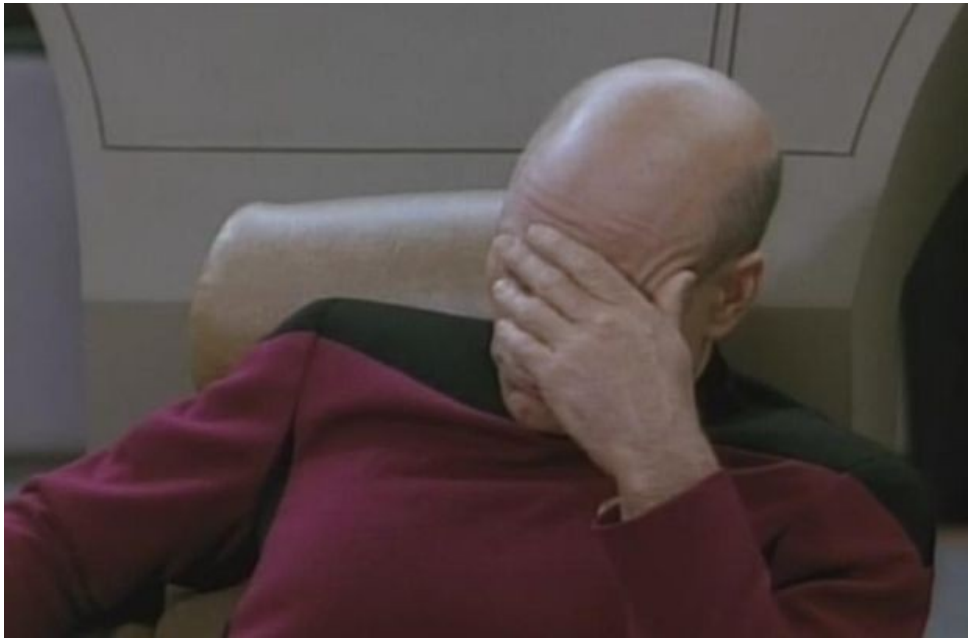
3. For Drupal to be a feasible option for non-profits, agencies and developers should commit to inter-org collaboration & using best practices

Hire an expert: https://civicrm.org/what/experts

Make it Happen campaigns: http://civicrm.org/participate/mih

Mistakes Were Made (Part Two)

- We tried to build the EFF shop using Drupal Commerce, and it was too much. We switched to Ubercart - things that serve business don't always serve non-profits



Locking it Down + Disabling Logging

1. Disable cookies & has_js cookie
2. Use a separate cookies-okay hostname protected by Basic Auth
3. The Pound / Varnish / Apache trifecta
4. anon_ip.module + cryptolog

SOPA/PIPA Blackout Day

- Friday, January 13
  - 5pm, we learned that Wikipedia wanted to link to us for blackout day
  - Spent long Martin Luther King day weekend building an infinitely scalable petition/donate form in the Amazon cloud
- January 17 - 18
  - 9pm (12am on east coast), largest internet protests in history began
  - 10pm, Salsa petition falls over thanks to Minecraft, fallback to blacklists.eff.org
  - 12am, Mozilla tells us we have until 5am (8am eastern) to make our petition look good or they're going with americancensorship.org
  - 3am, we launch awesome looking petition
- January 18, 2012 – over one million emails sent to Congress

STRIKE AGAINST CENSORSHIP

Stop the Internet Blacklist Bills

First Name | Last Name | Email

Street | City | Zip

☐ Yes, I would love to get occasional news and alerts about threats to the Internet and digital rights

TAKE ACTION NOW

The Internet blacklist legislation—known as PROTECT IP Act (PIPA) in the Senate and Stop Online Piracy Act (SOPA) in the House—invites Internet security risks, threatens online speech, and hampers innovation on the Web. Urge your members of Congress to reject this Internet blacklist campaign in both its forms! Read More

ELECTRONIC FRONTIER FOUNDATION

DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

Things to Take Away

- YOU CAN DO IT!
- Be prepared for a lot of data migration scripting
- If you're on D5, look at site building instead of an upgrade path
- Know and love APIs
- Open source is rad...
- Especially when you collaborate & use best practices

DRUPALCON
DENVER
MARCH 19-23, 2012

Thank you!

(also, EFF is hiring a web developer, visit eff.org for details)

Elly Jonez
@le
elly@chapterthree.com

Micah Lee
@micahflee
micah@eff.org