



**TALISMA  
FUNDRAISING  
AND CRM  
FOR HEALTH CARE  
ORGANIZATIONS**





**“I LOVE THE SUPPORT TEAM. WITHOUT IT I DON’T KNOW THAT THE PROGRAM WOULD BE THE SAME. THIS IS A GREAT TOOL, VERY USEFUL FOR OUR ORGANIZATION.”**

**MARY MESWARD**

**Development Coordinator  
Pike’s Peak Hospice Foundation**

### **TALISMA FUNDRAISING AND CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)**

Maximize support for your organization. Unify operations and administration. Increase constituent satisfaction. Campus Management goes beyond fundraising software to provide your organization with an integrated, holistic approach to every aspect of your development, administrative, and information technology needs. Solutions include software for Constituent Relationship Management (CRM), knowledgebases, finance and accounting, human resources and payroll, as well as hosting, training, and support services.

- Build relationships with patients, families, staff, volunteers, and supporters
- Personalize marketing communications, and fundraising efforts
- Increase volunteerism and make management and participation easier
- Identify and prospect major gifts, including naming opportunities
- Address HIPAA compliance through system controls, increased transparency, and advanced reporting tools

### **DIGITIZE AND PERSONALIZE INFORMATION, COMMUNICATIONS, AND SERVICES**

Talisma Fundraising and CRM solutions make it easier for health care organizations to increase the quality of services and outreach without adding more staff and increasing costs. From automating appointment and follow-up reminders, to increasing participation in wellness and preventive care programs, to maximizing donations, Talisma Fundraising and CRM solutions leverage the latest web-based technologies to maximize services and results.

- Digitize and centralize records
- Provide services on-demand through your website
- Integrate all constituent contact points, from print to smart phones
- Capture donations and event registration and payments online

### **POWERFUL MODULES FOR HEALTH CARE FUNDRAISING**

With Talisma Fundraising from Campus Management, your health care organization can build strong relationships with your constituency



through targeted communications, capture donations via the web, and increase support through specialized modules for:

**Honors & Memorials**

Capture and track donations that have been made in honor or memory of individuals and notify family and friends.

**Volunteer Management**

Manage volunteer members and activities more effectively, from recruitment and orientation to training and scheduling.

**Planned Giving**

Track intentions such as bequests, insurance policies, trusts, and annuities.

**Online Fundraising**

Extend your brand to the web and make it easy for your constituents to make donations and pledges quickly and easily.

**Events Management**

Drive attendance and support for your events, from dinners to golf tournaments, and track results.

**Moves Management**

Integrate and automate the five steps of moves management: prospect profiling, research collecting, proposal management, cultivation tracking, and major gifts solicitation.

**CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)**

From medical facilities to research programs to foundations, health care organizations of every kind use CRM solutions to achieve administrative efficiencies while providing superior service to members, patients, care providers, and others. Campus Management's CRM for Health Care:

- Provides transactional website capability (chat, click-to-talk), telephone appointment scheduling, appointment reminders, outbound patient campaign management, email newsletter, event registration
- Creates and manages Electronic Health Records (EHRs) for each patient with one-touch retrieval of past medical history, diagnostic reports, drug allergy info, current medications



Talisma® Fundraising

CampusNexus®  
CRM

- Aids in proactively identifying patient needs and helps in communicating relevant information
- Helps in designing and executing community outreach campaigns (e.g., blood drives), hospital newsletters, fundraising activities
- Streamlines corporate client management by automating account profiling, contact profiling, lead/opportunity management, activity management, feedback to sales team
- Enables invoicing and payment and paves the way for hassle-free claims handling



CAMPUS™  
MANAGEMENT

#### About Campus Management Corp.

Campus Management is a leading provider of cloud-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,100 institutions in over 30 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

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