

## Talisma Fundraising

Advancing the Mission and Reach of Community Colleges

CAMPUS<sup>SM</sup>  
MANAGEMENT



### Community Colleges / Two-year Institutions

More than 75% of community college foundation officers recently surveyed noted they were either in the midst of a major fundraising campaign, had recently completed one, or were planning to launch one in the near future.

Can you rely on your solution to support your fundraising efforts?

## Talisma Fundraising

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### Dynamic Fundraising Tools for the 21st Century

Community colleges and foundations are challenged to fill the budget gap with private donations from former students, alumni, and friends. With Talisma<sup>®</sup> Fundraising, your institution can build strong relationships with your constituents through targeted solicitation strategies, personalized communications, and convenient online tools.

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## Reach Your Donors in Meaningful Ways

Talisma Fundraising enables you to manage and track affiliations, campaigns and events with efficiency so you can build relationships that yield the highest results. With Talisma Fundraising, you can:

- Expand awareness and recognition in your community
- Reduce manual, paper-intensive processes
- Raise funds online with customized and branded giving pages
- Solicit and manage donations for honors and memorials, matching and recurring gifts

## Build Financial Support for Current and Future Students

Scholarships help students meet their financial obligations and achieve their education goals. With Talisma Fundraising, you can:

- Track scholarship recipients and link them with the donors
- Manage pledges, deferred, and matching gifts
- Maintain a single view of all interactions with donors and benefactors
- Analyze results by demographics and produce receipts and giving statements
- Prepare the data for the Voluntary Support of Education (VSE) survey submission

## Expand Your Campaign Activities to Increase Results

Talisma Fundraising supports your growth with tools that help you manage simple and complex campaigns and associated events. Your foundation staff can now manage:

- Major gift and planned giving campaigns
- Multiple umbrella and sub-events, including attendance and communications

- Community sponsorships, vendors, and underwriters for campaign components
- Personalized and timely communications for increasing affinity and likelihood of giving

## Your Partner for Success

Campus Management believes its success is a reflection of your success, and we are committed to developing strong relationships with every partner institution. In addition to superior products built specifically for higher education, we offer:

- CampusNet® Cloud options for cost-effective hosted solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking and training at CampusInsight annual users conference

## About Campus Management Corp.

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.



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