

# Talisma Fundraising Software Moves Management Module

CAMPUS<sup>SM</sup>  
MANAGEMENT



“ We have almost 80,000 people in our database. Last year, we processed more than 14,000 gifts. That was with one staff member. This speaks to the capabilities of the software. ”

Ian Mercier  
Database and Systems Manager  
Medical College of Georgia Foundation

## Talisma Fundraising Solutions

Whatever your mission – enhancing education, fighting disease, promoting the arts, or serving people in need – consider the full range of Talisma Fundraising software and services. Build lasting relationships. Maximize support for your organization. Unify operations and administration. Talisma Fundraising from Campus Management can go beyond fundraising 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.

## Cultivate Relationships with Major Donors

Simply adopting moves management as a strategy isn't enough to build relationships with major gift donors. The full potential is only realized when supported by software tools that help you identify and foster the personal relationships essential to giving. From prospect profiling to creating compelling proposals, your ability to cultivate relationships with the best giving partners is greatly enhanced with the Talisma Fundraising Moves Management module. Whether you choose to deploy on-site or in the cloud, Campus Management can rapidly launch your Talisma Fundraising solutions and ensure that your team is highly trained to optimize these powerful engagement tools for increasing support from your constituents.

# Talisma Fundraising Software

## Moves Management Module

### Optimize the Five Most Critical Phases of Moves Management

The powerful Talisma Fundraising Moves Management module manages the five most important aspects of the process:

- Prospect Profiling
- Research Collecting
- Proposal Management
- Cultivation Tracking
- Major Gifts Solicitation

### Major Gift Profile

Profiling your donors and prospects is the core foundation to building a major gifts database. Talisma Fundraising allows you to categorize your donors based on industry-standard scales and user-defined ratings. You can also assign staff members or volunteers to specific donors or prospects.

### Seamless Integration with WealthEngine

When identifying prospects you need a way to segment and understand the information you have in your donor database and augment it with data you don't have to help identify where to spend your time. Our integration with WealthEngine® helps bring all the details together so that you can work smarter to identify your best prospects and achieve your fundraising goals.

### Major Gift Steps

The process of drawing a prospect closer to your organization can be lengthy and as unique as your donors. Use steps to build a cultivation and solicitation plan that helps ensure everyone is on the same page so that the right person can ask for the right amount at the right time.

### About Campus Management Corp.

Campus Management is a leading provider of software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; and finance, human resources and payroll solutions.

Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, more than 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.



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### Proposals

Tracking proposals can be a daunting task for organizations of any size. The Talisma Fundraising Moves Management module makes it easy. Use the powerful management console to track important deadlines, requirements, and other important factors of your proposal to ensure you are on time with the right information.

### Rapid Implementation and Exceptional Service

On-site. Hosting. Software as a Service (SaaS). No matter which delivery option you choose, the Talisma Fundraising team ensures a fast and seamless transition to your new solution, as well as the training and support you need to optimize the advanced fundraising tools that come with each product.

### Campus Management Committed to Helping You Achieve Your Mission

Campus Management's solution for nonprofit organizations is developed for fundraising professionals by fundraising professionals. We have deep expertise in delivering technology tailored to your mission and constituency. Prospect research, major gift and capital campaigns, online fundraising, event management, nonprofit fund accounting, the Talisma Fundraising suite offers all the tools you need to succeed in your mission. The suite includes specialized modules for:

- Alumni and advancement
- Event management
- Fund management
- Honors and memorials
- Memberships
- Online fundraising
- Planned giving
- Scholarship programs
- Volunteer management
- Credit card processing
- NCOA import/export