

Talisma Fundraising and CRM for Health Care Organizations

CAMPUSSM
MANAGEMENT



“ 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

Talisma Fundraising Software and CRM

for Health Care Organizations

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
- 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

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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