



## Talisma Fundraising Donor Management System

### Drive Lifetime Donations and Volunteerism

Higher education, health care, arts and cultural foundations, faith-based and community services organizations. Behind Talisma<sup>®</sup> products from Campus Management are two decades in service to a wide range of charitable and nonprofit organizations. We combine an ingrained understanding of the landscape, best practices, and demands of your mission with software solutions that help you get the most out of every interaction with your constituents, both in-person and online. With Talisma products, you can enhance your ability to engage supporters and volunteers, execute advanced fundraising strategies, and deliver the right messages, to the right constituents, at the right time.



# Talisma Fundraising

## Committed to helping you achieve your mission

Whatever your mission—enhancing education, fighting disease, promoting the arts, or serving people in need—consider the full range of Talisma software and services. Campus Management’s Talisma products 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), finance and accounting, human resources and payroll—as well as hosting, training, and support services.

Campus Management’s Talisma solutions for nonprofit organizations are developed for fundraising professionals by fundraising professionals. We have deep expertise in delivering technology tailored to your mission and constituency. The Talisma Fundraising suite offers all the tools you need to succeed in your mission, including specialized modules for:

- Annual giving and capital campaigns
- Major gifts (moves management, proposal tracking, and research)
- Events management
- Honors and memorials
- Online giving and events
- Planned giving
- Memberships
- Fund management
- Financials, HR, and payroll
- Reporting and analytics
- Scholarships
- Alumni and advancement

“With Talisma Fundraising, the \$6 to \$8 million we raise every year gets to those who need it, when they need it.”

Suzanne Peters  
Business Director  
Food Bank of the Southern Tier

## Flexible enough for one department or a global foundation

Whether implementing and supporting a small department, or rolling out a multi-site, global foundation, Talisma Fundraising software is a cost-effective solution that empowers your existing staff to work more strategically and efficiently.

## Single database system for greater transparency and collaboration

Talisma Fundraising eliminates the problem of disparate databases and silos of information. The software unites donor records and information across departments, workstations, and modules, providing a complete and accurate history of your relationship with constituents. Contact information, giving summaries, communication histories—all the information resides in a universal database for staff to access and update anywhere, anytime.

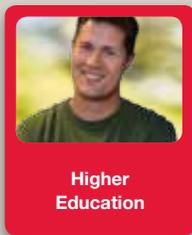
Additional features include:

- A reminder system built into the donor records
- A complete, easily customized profile report at your fingertips
- Comprehensive security that allows you to control access
- Search using an unlimited number of criteria and combinations
- Complete moves management tracking and wealth screening services
- Integration with Outlook for email, tasks, and calendar

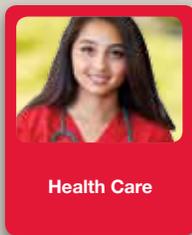
## Greater insight into your fundraising efforts

Talisma Fundraising provides a comprehensive, real-time picture of your development efforts. Summaries are available for various development areas, including campaigns, appeals, and funds.

- Annual giving and capital campaigns
- Solicitation efforts across multiple communication channels
- Donor designations
- Assigned expenses for cost analysis



Higher Education



Health Care



Community Services & Faith-based



Arts & Cultural

## Integration with Microsoft Dynamics GP

Talisma Fundraising solutions for nonprofit organizations include enhanced business management capabilities with Microsoft Dynamics GP. Integrated easily with Talisma Fundraising, Microsoft Dynamics GP includes programs to automate and manage four critical elements of nonprofit fundraising: grants, funding, encumbrances, and commitments.

## Automated fund accounting operations

With Microsoft Dynamics GP, you can easily access and cross-reference data, automate operations and administrative processes, and provide timely reports to run your organization more effectively.

## Dedicated IT professionals and services

Whether implementing and supporting a small foundation or organization, or helping to roll out and empower multi-site, global institutions, Campus Management has demonstrated the expertise and proven methodologies for efficient and effective transformation. To ensure consistent service levels, the company has a full array of professionals ready to fulfill the needs of clients.

- Custom reporting
- Data enrichment
- Hosting
- Software as a Service (SaaS)
- Implementation
- Managed services
- Support
- Training

## Talisma on-site or on-demand

Whether you want your solutions on-site or on-demand, you can be up and running in no time with Talisma Fundraising and Talisma CRM. With Managed Hosting, you own the software licenses and the data, while Campus Management hosts and manages the infrastructure, software upgrades, and ongoing support from a world-class data center. With Software as a Service (SaaS), you access Talisma software over the Web for a monthly fee based on the number of users. Again, the data is yours to keep and take with you.

## Talisma CRM for even richer communications, campaigns, and services

*Donors, prospects, patients, patrons, alumni, volunteers.* They expect access to information and services anytime, anywhere, using any device. With Talisma CRM, you not only know their preferred communications channel, you have a record of their interactions with other departments and staffers. You achieve a 360 degree view of each constituent, their giving patterns, goals, interests, and challenges. You build lifetime relationships with constituents through a deep understanding of their experiences with your foundation or organization. With Talisma CRM, you can:

- Create targeted and effective marketing campaigns and events
- Measure results and fine-tune campaigns in real-time
- Empower constituents through Web-based self-service and integrated communications
- Enable constituents to locate answers instantly through a dynamic knowledgebase
- Connect with constituents through phone, email, chat, SMS text, Web portals, and print, and maintain a comprehensive record of service across touchpoints

“Together, we are creating the best communications tools for an institution with over 500,000 alumni and partners.”

Brad Wheeler  
Vice President of Information Technology and CIO  
Indiana University

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**Talisma Fundraising from Campus Management helps foundations of every size and mission increase donations, volunteerism, and lifetime relationships:**

**Education**

Indiana University  
Mohave Community College  
KIPP Foundation

**Community Service and Faith-based**

Grameen Foundation  
Food Bank of the Southern Tier  
The Everett Gospel Mission

**Health Care**

Carroll Hospital Center Foundation  
Detroit Medical Center  
Visiting Nurse Association of Staten Island

**Arts & Cultural**

Gilmore International Keyboard Festival  
Winston-Salem Symphony  
Children's Theatre of Charlotte

**About Campus Management Corp.**

More than 1,700 colleges, universities, foundations, and other nonprofit organizations rely on Campus Management Corp® enterprise software products and services. For over 25 years, philanthropic organizations of every size and mission have turned to the company's Talisma brand (formerly Donor2) to build awareness, increase donations and memberships, and enhance visibility into campaigns and constituent profiles. Talisma products deliver measurable results across the spectrum of nonprofit organizations, including health care, higher education, arts and cultural, faith-based, and community services. Campus Management's ecosystem of products includes solutions for finance, HR, payroll, Web portals, Constituent Relationship Management (CRM), hosting, and IT managed services.

**CampusVue® Ecosystem**



CampusVue®  
Student



CampusVue®  
Portal



Talisma®  
CRM



Talisma®  
Fundraising



CampusVue®  
Finance



CampusVue®  
HR



CampusVue®  
Payroll



CampusVue®  
Performance Analytics



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