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"When we switched to Talisma Fundraising, we were able to produce three times the donor recordkeeping for the same amount of time involved."

Alan Klaas, Ph.D., Executive Director
Mohave Community College Foundation

Graduation day for mom at Mohave Community College.

Mohave Community College Foundation

Challenges

– Previous fundraising software was complicated and unpopular with staff

– Tight budget precluded a full-time computer expert to make system work

– Desire for more efficient donor record management

Solutions

– Talisma Fundraising donor management system

– Accessed over the Web with Software-as-a-Service (SaaS)

– System integration with QuickBooks to improve accounting operations

– Major Gifts module to help track significant donations

Results

– Now manages three times (3x) the number of records in the same amount of time

– Seamless, accurate addition of 8,500 names and addresses of alumni

– Easy-to-understand, intuitive system increased staff use

– Customer service that exceeds expectation and enhances overall efficiency

"MCCF has 24/7 access to Talisma® Fundraising from anywhere in the world through Software-as-a-Service (SaaS)."

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CAMPUS
MANAGEMENT

Mohave Community College Foundation

Profile

Located in the northwest corner of Arizona, about 100 miles from Las Vegas, NV, you'll find Mohave Community College. With four campuses in the region (Kingman, Bullhead City, Lake Havasu City and Colorado City), the college serves a diverse and dispersed population of learners. All campuses and constituent groups benefit from development contributions through the Mohave Community College Foundation (MCCF).

Donations to MCCF help fund scholarships for MCC students, provide endowments, build or improve facilities, and help promote the growth and development of students, faculty, and staff at each MCC campus.

With such an important role to play in the advancement of campus goals, MCCF needed to maximize its donor outreach and improve the accuracy and efficiency of its recordkeeping. A fundraising software system was needed that would help achieve these goals within budget and without overwhelming staff.

> "Entries into Talisma Fundraising feed right into our accounting system. It eliminates the need for double entry of donations and improves the accuracy of our accounting."

Goals

In 2005, MCCF started recording donor information in Microsoft Excel spreadsheets and Microsoft Word documents, but as the organization grew, this became an increasingly inefficient process.

Three years later MCCF did have a sophisticated software system in place, but it was "incredibly complex and the staff was not comfortable using it," says Alan Klaas, executive director of the foundation.

Klaas conducted a study of that vendor's higher education clients and discovered that they all required a full-time computer expert for at least one year to get the system up and running. Thereafter, most of the clients needed at least a half-time computer expert on staff to make sure the system worked properly. MCCF did not have that kind of budget.

"We did an analysis of the available software solutions on the market and found that Talisma Fundraising (then, Donor2) fit our needs financially and operationally," Klaas says.

Challenges

The primary challenge for MCCF, as with many charitable organizations, is how to get more done with fewer resources available. The foundation started using Talisma Fundraising primarily as a means of improving donor contacts and donor records, but Klaas quickly realized there was more potential for growth within the system for MCCF.

"Initially, we only used the solution to record information about donors, and it was functioning very well that way," he says. "Then we went to training [in Charlotte, NC] and discovered Talisma Fundraising could also track the accounting portion of our donations. We use QuickBooks for our accounting and were doing double entries. That was incredibly inefficient. Today, entries into Talisma Fundraising feed right into our accounting system. It eliminates the need for double entry of donations and improves the accuracy of our accounting."

Klaas also says he constantly battled with their previous software system because of its complexity. Without resources to manage the system, MCCF faced the challenge of going it alone without IT expertise. The next system would have to be intuitive enough to run without constant supervision.

"Advancement is low on the IT priority list at our school," Klaas says. "To get IT expertise on a prompt and continuing basis is very difficult. With Talisma Fundraising, there are no IT problems. We don't require a high-level person just to extract a report when needed, or to stay on top of all the bells and whistles the system provides. The Talisma Fundraising system is so plain-language and intuitive that it is rare to run into any problems."

Solutions and Results

MCCF also preferred to have Campus Management Corp. (the parent company of Talisma Fundraising software) provide access to the software through Software-as-a-Service (SaaS), rather than have to manage the solution on-site. Not only does the SaaS solution allow the foundation to keep its staff and resources focused on managing donor relationships versus IT systems, it provides an added layer of reliability. "It eliminates downtime when the college's system has problems and gives MCCF 24/7 access from anywhere in the world with Internet access," says Klaas.

Klaas says the Software-as-a-Service (SaaS) option relieves much of the worry associated with maintaining a software system on campus.

"I travel a lot and sometimes you get into places where the Internet service has trouble with the local computer system on our campus," Klaas says. "That is no longer an issue. Campus Management also has a high-quality back-up system. I'm not subject to shutdowns when the college does computer maintenance. It's proven to be very helpful, and I can even get into the system with my cell phone."

Efficiency has greatly increased since implementing Talisma Fundraising, and Klaas credits superior customer service and attention to detail for making things run smoothly at MCCF.

"We worked together with the Talisma technical staff to upload 8,500 names and addresses of alumni to the new system," he says. "They coordinated the technical details and it went very fast with no problems. From the user's standpoint, it was like pressing a 'save' button and watching it all work."

Klaas says the decision to select Talisma Fundraising has produced remarkable results.

"When we switched to Talisma Fundraising, we were able to produce three times (3x) the recordkeeping for the same amount of time involved," Klaas says. "That's significant return on investment (ROI). It's such an incredibly easy system that people like me who may have been averse to working with complicated donor record systems are no longer intimidated. We don't mind doing the work anymore."

Next Steps

Klaas raves about the customer service staff and credits it with MCCF's desire to expand the relationship:

"As we get more active with fundraising, we will go with the Events, Alumni, and Planned Giving modules," Klaas says. "It's easy to add these modules. The system is scalable and makes transitions simple each time we add a module. They all integrate to form a dynamic system."

Klaas says MCCF has been very impressed with the functionality of Talisma Fundraising and anticipates a long-term relationship that will strengthen over time.

"My experience in the two years we have been using Talisma Fundraising makes me enthusiastic about the future. I'm confident that any added capabilities will work right out of the box. They do a great job of listening and responding to us, and acting upon our suggestions."

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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