

With Talisma Fundraising software, I'm able to target the right people at the right time to help us achieve our fundraising goals.

Jim Mitchell, Vice President of Public Relations
VNA of Staten Island



Visiting Nurse Association of Staten Island

Challenges

- Identifying fundraising prospects quickly and accurately
- Previous fundraising software vendor no longer supported its product
- Budgets and staff were reduced due to the economy

Solutions

- Talisma® Fundraising donor management system
- Special events management module
- Superior customer service from Talisma Fundraising support team

Results

- Saved \$40,000 per year in resources
- Raised more than \$100,000 to meet special TeleHealth fundraising goal
- Managing events much more efficiently and effectively

“With Talisma Fundraising, VNA of Staten Island gains insight into giving patterns to create highly targeted campaigns.”

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Visiting Nurse Association of Staten Island

Profile

The Visiting Nurses Association (VNA) of Staten Island is a certified home health agency regulated by the New York State Health Department. It provides long-term health care and high quality therapeutic support and preventive health care services outside of a hospital setting.

VNA of Staten Island has served residents of this New York City borough for more than 90 years. As a not-for-profit organization, VNA of Staten Island continually solicits a generous donor base to raise funds for home health care services. Doing so can prove to be a monumental task, and the selection of an easy-to-use, efficient, and reliable fundraising software solution was essential to the success of the organization as it sought better ways to achieve its fundraising goals.

Goals

VNA of Staten Island was eager to change its fundraising software. The organization was looking for a more robust system to drive its fundraising initiatives, one that would extract meaningful data from the donor database to enable insight into giving patterns.

“We have a small shop,” says Jim Mitchell, vice president of public relations at VNA of Staten Island. “My shared assistant does the day-to-day entering of information into the fundraising software system, but we needed a more effective system. Our previous software vendor no longer serviced the product we used for fundraising, so when we looked at Talisma Fundraising, we decided to make the switch.”

VNA of Staten Island needed to improve its efficiency in a difficult fundraising market. The fundraising software needed to do more to identify consistent donors in the database who were more likely to help support special events and overall operations.

Challenges

“If I need to raise \$50,000 in a hurry — which is a real challenge in a tough economy — who can I count on for help?” Mitchell asks. “With Talisma Fundraising software, I’m able to target the right people at the right time to help us achieve our fundraising goals.”

VNA of Staten Island has been able to leverage the full resources of the software in support of its goals of expanding its donor base and reaching out on a regular basis to loyal supporters. “Reliable information is critical to the success of any organization, but where there is little or no margin for error, software can play a huge role in the success or failure of a fundraising effort,” says Mitchell.

“I use the system to help extract data for monthly reports to management and the board. There is an ongoing need for accurate information to help show them how much money has been raised from various sources. With the help of the Talisma Fundraising team, we have been able to craft just the right system to help us do this, and in a way that does not require more manpower and constant software upgrades. They show us how to do things properly and do it right the first time, but they are also here whenever we need them to provide additional support.”

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Solutions and Results

As a not-for-profit organization, VNA of Staten Island must always be wary of expanding payroll. Mitchell says the budgets have been reduced in recent years as the economy has struggled, and the staff has been cut to the bone. This means they must do more with fewer resources, and Talisma Fundraising helps accomplish this goal.

“Since we’ve been with Talisma, we’ve been able to save roughly \$40,000 per year in salary — \$200,000 throughout the course of the five-year relationship — because the software helps us work more efficiently,” Mitchell says. “It’s a more user-friendly situation than we’ve had in the past. I used to have three assistants working with me. Now I share an assistant and I’m still getting the work done. The software is helping us be more productive without having to add to our payroll.”

A more efficient fundraising system also eliminates mistakes and redundancy that can waste money and time. By ensuring data integrity and workflow efficiency, Talisma Fundraising’s special events module can help coordinate events, such as golf tournaments and galas, and avoid misidentifying donors with erroneous emails or not recognizing generous contributions from key VNA supporters.

“One big thing, and a very basic thing, is the ability we have with Talisma Fundraising to do a mail merge,” Mitchell says. “We can send out thank-you letters for various donations, solicitation letters for in-kind gifts, raffle prizes, etc. It’s much easier and more efficient to stay on top of things, and that’s something that can really make or break a fundraising effort.”

Mitchell says the efficiencies built into the core donor management system enable VNA of Staten Island to work quickly and confidently to identify and contact key donors and compare campaigns to determine what works and what doesn’t with regard to successful outreach.

“We use Talisma Fundraising to cross reference our database and get the information we need, particularly information about fundraising events,” Mitchell says. “If I need to know how much we made on the awards luncheon last year, I can go into the system, put in starting and end dates, and find out what the numbers are. I can also compare year-to-date fundraising with a year ago to check our strategic progress. If I’m looking to find my most generous donors or prospects, I can find them easily.”

Mitchell says the ability to navigate through the Talisma Fundraising system gives VNA of Staten Island a much better picture of their fundraising success, and also helps the organization better manage its events for maximum benefit.

“Talisma helps me keep track of money that comes in for specific projects,” he says. “We were involved with a TeleHealth campaign a few years ago to raise money for in-home patient monitoring and alert systems. We raised more than \$100,000 from various donors and organizations to meet our fundraising goals, and I couldn’t have done that as efficiently without Talisma Fundraising. The software helps me track how much is coming in for specific campaigns — a flu shot program, for example — or for general underwriting support for events. That is a big plus.”

Mitchell says one of the most attractive aspects to Talisma Fundraising is its ease of use. “Everything is laid out in front of you. It’s all a click away: easy to follow, not challenging or confusing like so many other products — including the one we used to use.”

Mitchell says the best part of the client relationship is the support received on a daily basis from the Talisma Fundraising team. “They are very responsive. Any questions we have are answered promptly. The team provides excellent service and support all around,” he says. “It’s a wonderful relationship.”

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.

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