

Case Study

TALISMA®



“ The software has helped us grow our volunteer programs, contributions, and concert attendance by allowing us to communicate on a remarkably personal level. ”

Alice Kemerling, CFRE
Director of Development
Gilmore International Keyboard Festival

THE GILMORE

www.gilmorekeyboardfestival.org

Challenges

- ▶ With separate systems for each department, the organization was unable to share and update donor information across marketing, development, finance, and operations
- ▶ Difficulty generating accurate lists for planned giving and major gift campaigns
- ▶ Manually scheduling 450 volunteers for an event that seats 30,000 patrons across 8 venues

Solution

- ▶ Talisma® Fundraising (formerly Donor2) for communicating and marketing to patrons and integrating donor records across all departments
- ▶ Volunteer management module to help automate and streamline the process of recruiting and assigning ushers, reception staff, drivers, assistants for phones and mailings
- ▶ Three days of on-site software training for The Gilmore staff

Results

- ▶ Much more effective at communicating with patrons, donors, and the international music community
- ▶ Ability to import ticket-purchasing records from the Kalamazoo box office into Talisma Fundraising and track who attended which events
- ▶ One part-time staff member is able to effectively organize 450 volunteers
- ▶ Donor records consistent across all departments, without duplication

The Gilmore

Profile

The mission of the Irving S. Gilmore International Keyboard Festival is to promote and develop world-class musical experiences that inspire present and future artists and audiences. The Gilmore's biennial music festival presents more than two weeks of keyboard performances across West Michigan. It is the largest festival of its kind in North America, filling 35,000 seats in 28 venues for concerts, recitals, chamber music performances, lectures, master classes, and films. Names of eminent international keyboard artists fill the program book, from Murray Perahia, Alfred Brendel, and András Schiff to jazz greats Dave Brubeck, Diana Krall, and Harry Connick Jr. With the 2010 event in April, The Gilmore International Keyboard Festival (The Gilmore) will celebrate 20 years and its 10th Festival.

Challenges

In 2004, The Gilmore received a generous grant from the W.K. Kellogg Foundation for the purchase of new fundraising software. Alice Kemerling, director of development for The Gilmore, recalls how this infusion of support allowed the organization to become much more effective at communicating with its patrons, donors, and the international music community.

"We're a relatively small shop with only nine full-time employees, but each department, including education, finance, development, operations, and marketing was using its own database or spreadsheet applications such as Excel," says Kemerling. "The systems weren't talking to each other. Pulling accurate lists and generating reports for planned giving and major gift campaigns were extremely difficult. One department might update its donor profiles to reflect that husband-and-wife contributors were no longer together and should be contacted individually, while other departments were still sending mail to the couple's shared address. For an organization that prides itself on knowing its supporters personally and treating them the way we would like to be treated, this fragmented approach was not working for us."

Volunteer Management

Another challenge was volunteer management. The Gilmore Festival has doubled in size since 2002, requiring more volunteers to act as ushers at the many venues, serve at receptions, assist with phones and mailings, and provide transportation and back-stage hospitality for the artists. While the majority of volunteers are needed for the biennial Gilmore Festival, the organization also needs year-round help with mailings, phones, and data entry, as well as ushering for its special "off-Festival" recitals. With over 450 volunteers now required for the Festival alone, the organization needed a volunteer management software tool to help streamline and automate the process of organizing volunteers. "We only hire one temporary part-time person to coordinate volunteers in Festival years," says Kemerling, "so as our volunteer corps ballooned it was no longer practical or efficient to schedule volunteers and record their preferred times and venues manually."

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Solution

Choosing a development software solution for The Gilmore was easy, according to Kemerling. As prior director of development for Kalamazoo Valley Community College and a consultant for the Owen Group, she had 10 years of experience using Campus Management's Donor2 products (since rebranded Talisma Fundraising) and was impressed with its functionality and ease-of-use, but recalled the level of support especially. "More than anything else, it was the level of service we received. If there was ever an issue with the software or we

needed to create a unique report, they were always there to help us. You were never talking to a stranger, but someone who was very familiar not only with the software, but with our program. Response time was great and I trusted them.”

The Talisma Fundraising software, along with the volunteer management module, was implemented shortly after the 2004 Gilmore Keyboard Festival ended. All of the data from the organization’s prior donor tracking software was migrated over to the new system, and after three days of on-site training with the entire staff, the organization was fully operational with the new solution.

Talisma Fundraising is a comprehensive suite of software modules for enhancing donor profiling and building stronger ties with patrons, corporate sponsors and underwriters, volunteers, and other supporters. The software also easily integrates with individual ticketing and box-office solutions to maximize donor capture, membership, and constituent relationship building.

Results

Today, with Talisma Fundraising software, there is no duplication of efforts in the administration of The Gilmore’s activities, even beyond fundraising. Instead of each department having its own database and software, everyone in the organization now uses Talisma Fundraising. “Even The Gilmore’s director — who still names his documents in DOS fashion — accesses Talisma for the information he needs,” says Kemerling.

Donor profile data can be parsed so that a family of five can be sent one newsletter or five individual invitations depending on what list is being created. If The Gilmore is confirming volunteer assignments, then the letter will only go to those family members who are flagged as volunteers. According to Kemerling, “the software has helped us grow our volunteer programs, contributions, and attendance by allowing us to communicate accurately on a remarkably personal level.”



Talisma Fundraising software made targeting potential ticket buyers a lot easier as well. The organization is now able to import ticket-purchasing records from the Kalamazoo box office into Talisma and track who attended which events. This information has been used to market classical and jazz concerts by genre or by artist. For example, those who bought tickets to hear Audra McDonald during the 2008 Festival can be targeted to receive e-mail and print promotions for Marin Mazzie’s performance with Jason Danieley in the 2010 Festival.

“Anyone who works in development will tell you that it’s all about lists — the list of people who give over \$200, the list of people who give every year, the list of people whose kids attend our summer piano camp – there are endless variations,” says Kemerling. “Just today I wanted to generate a list of top planned giving prospects, and was able to create a spreadsheet of people who’ve had multiple points of contact with The Gilmore. Using Talisma, I could identify those who had given consistently, who had purchased five tickets or more in the past, who were previous sponsors, who volunteered, who had children in our music education programs, or who served on our board and advisory councils. Being able to target the right audience at the right time is key to our success, and Talisma allows us to do that.”

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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