NHSA Finds More Than a Membership Database in Fonteva

At A Glance

Organization
- Trade & Professional Association
- Less than 50 staff

Challenges
- Slow, Legacy Software
- Limited Reporting Capacity
- Geographically Diverse Staff
- Employee Frustration

Solution
- Integrated Fundraising and Membership Data
- Real-Time, Drag-and-Drop Reporting
- Global Communication with Salesforce

Benefits
- Eliminated data silos.
- Real-time visibility into constituent and financial data
- Increased user adoption
- Integrated collaboration functionality

Legacy Software Can't Keep Up

The National Head Start Association (NHSA) manages records for more than 1,200 organizations and over a thousand individual members that add up to more than 50,000 records. But NHSA's 22 employees were challenged to work quickly and efficiently in their legacy system, which would take two to three minutes to save changes and often timed out before doing so.

After using NHSA's legacy system for 18 months, staff members were already quite unhappy with it due to its poor end user interface and reporting capability. In their search for a new system, NHSA wanted more than just a membership database; the association wanted true association management software. NHSA selected Fonteva by Fonteva because of its value and cloud-based, mobile functionality.

"The staff wholeheartedly loves this product."

- Lori Christianson, Director of Technolohy, NHSA

NHSA Needed a More Robust Solution

Christianson was initially attracted to Fonteva by Fonteva because it is cloud-based and built on the Salesforce platform. NHSA uses Fonteva for online membership applications and renewals, to manage its membership and donor database, for back office functions such as processing donations and payments, and to generate financial information. The switch has been accompanied by a cultural change: "I'm encouraging staff to leverage Fonteva's functionality, and to see it as being for more than just membership," Christianson says.

A critical area for NHSA is its public face. Christianson appreciates Fonteva's strong integration with the association's newly designed website and robust authentication. NHSA members are very active in the community portal, joining groups and adding resources. "Having a good interface with the public is very important to us," she says.

Membership Management Your Staff Will Love

NHSA uses Fonteva for member engagement with a private membership community, which offers easy applications, renewals and member self-service. One of their member's favorite features is print-on-demand membership cards, which has reduced staff time by 80% allowing NHSA to focus on other member benefits. NHSA also uses Fonteva for its membership and donor database, for back office functions, such as processing donations and payments, and to generate financial information.

In addition, a critical area for NHSA is its public facing website, and Fonteva's strong integration with the association's website and robust authentication has been beneficial.

> "The product is built to meet the needs of associations who want to connect with their members... The power of the product has excited everyone in the organization, from the Executive Director to the Membership staff."

- Lori Christianson, Director of Technolohy, NHSA

Fonteva is an association management software solution with the features member-based organizations require to develop and nurture relationships, manage events, measure engagement, drive collaboration, and achieve their mission. To learn more about how Fonteva can help empower your staff,

Contact Us at marketing@fonteva.com