

ASAE and Fonteva Announce Strategic Partnership

Arlington, Va., Feb. 22, 2018 – The American Society of Association Executives (ASAE) has endorsed Fonteva as a strategic partner, enabling both organizations to take their mutually beneficial relationship to the next level. “As a long-time supporter of ASAE and our community, we’re excited to have Fonteva join as a Corporate Alliance Partner. I look forward to their increased engagement and sharing of technology insights that will help to inform and guide the association community,” said ASAE President and CEO John H. Graham, IV, FASAE, CAE.

Fonteva’s President, Paul Lundy, expressed his enthusiasm about the partnership by saying, “It’s about exchanging ideas, turning creative vision into action, and creating a positive, collaborative environment in which our team and the ASAE member community can all learn and grow.”

Fonteva was founded in 2010 to empower associations to form strong, collaborative communities of members and, further, to facilitate solid relationships between members and association leaders. Fonteva’s new strategic partnership with ASAE is a natural next step in the relationship, as ASAE is an organization whose own membership is comprised of associations and the executives who lead them, and it well understands the challenges and opportunities that its members face.

With their recognition of the explosive growth in the association-software market and their observation that Fonteva is a “disrupter of the status quo,” ASAE and Fonteva executives look at their strategic partnership as a win-win-win opportunity:

- Fonteva wins because it can further dedicate itself to analyzing and satisfying the varying needs of ASAE members.
- ASAE wins because it can work on a shoulder-to-shoulder basis with Fonteva to help its members implement cutting-edge solutions.
- ASAE members win because they can tap into Fonteva’s store of knowledge about best-in-class solutions for associations.

About ASAE

ASAE is a membership organization of 39,000 association executives and industry partners representing 7,400 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, providing resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit asaecenter.org.

About Fonteva

Fonteva is the leading provider of membership, events, and eCommerce solutions for associations and other member-based organizations. At the heart of everything Fonteva does is its quest to equip and empower its customers to meet the unique needs of their communities. By harnessing the power of the Salesforce platform, Fonteva delivers highly configurable solutions that facilitate collaboration and strengthen the bond that members have with one another and with their associations – because the stronger a community is, the more rewarding and enduring the relationships will be.

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