

Customer Case Study: Mental Health Association Oklahoma



MHA OK Consolidates Data Silos with membernation

AT A GLANCE



ORGANIZATION

- Trade Association
- Over 100 Staff
- MemberNation™



CHALLENGES

- Legacy Software
- Data Silos
- Limited Reporting Capabilities



SOLUTION

- Event Registration Data in Salesforce
- Donor and Fundraising Management
- Drag-and-Drop Reports



BENEFITS

- A single solution to manage and report on all constituent data.
- Online event registration for 750+.
- MHA OK can deliver strategic, targeted communications based on engagement data.

Promoting Mental Health with Coordinated Communication

The Mental Health Association Oklahoma (MHA OK) is dedicated to promoting mental health, preventing mental disorders and achieving victory over mental illnesses through advocacy, education, research, service and housing. When MHA OK found itself with siloed information in multiple databases, the coordinated communication crucial to MHA OK's mission was threatened. To get the integrated, interconnected information the association sought, its leadership decided on MemberNation built on the Salesforce platform.

"We're interested in people more than transactions. We really wanted a 360-degree view of our constituents, and we felt that Salesforce was best for us because it was the most people-centric database."

- Paul Davis, Chief Executive Officer, MHA OK

MHA OK Needed a 360° View of Constituents

More interested in people than transactions, MHA OK wanted a 360-degree view of its constituents, and that wasn't possible with its legacy system, which was being discontinued. All event registration data was stored in a separate database, and staff had no way to easily see the different ways in which constituents engaged with the organization.

"The information wasn't interconnected, so we were not coordinated in our communications. We were stepping on our own toes."

- Paul Davis, Chief Executive Officer, MHA OK

With MemberNation, a Single Source for Constituent Engagement

Fonteva's professional services team implemented MemberNation through migrating data from the legacy system and training staff. Now, a single constituent record in MemberNation includes contact information, donation history, event registrations and attendance, and responses to marketing campaigns. It even shows relationships between constituents, which is critical to taking MHA OK's fundraising and engagement to the next level. Fonteva also built a tool that allows MHA OK staff to create custom web forms to further engage constituents.

"[With MemberNation], we are more thoughtful and coordinated in our outreach, and can leverage complex marketing strategies."

- Paul Davis, Chief Executive Officer, MHA OK



MemberNation 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 MemberNation can help your organization consolidate your data silos,

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