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Birmingham-Based Daxko Helping Nonprofits Nationwide Change Lives

May 18, 2015

Birmingham, AL – Daxko is the leading software company serving progressive member-based nonprofits. The majority of Daxko's customers are YMCAs, JCCs, and community centers. Rather than quantify company success by the number of customers they have, Daxko has shifted to tracking the number of people those nonprofits serve. That number topped 13 million in April, and is expected to reach 20 million by 2017.

"All of our customers are in the business of changing lives," said April Benetollo, Daxko's Senior Vice President of Marketing. "When they are able to help one more adult manage their diabetes, provide one more child a safe place afterschool, or encourage one more older adult to stay active, they are making a positive difference in an individual's life and the community as a whole. That is hugely motivating for us."

Already the market leader in operational software for nearly a decade, in 2013 the company released Daxko Engage, the first Customer Relationship Management (CRM) and marketing automation platform specifically designed for nonprofits who measure success not only in terms of new members, but also in member retention and member engagement. Through algorithms that pull data from Daxko's operational software, Daxko Engage shows nonprofit leaders their members' engagement index, flagging them as high, medium, low or critical. Specific tasks are then assigned to staff so that appropriate actions can be taken to deepen the relationship.

According to Baron Herdelin-Doherty, President and CEO of YMCA of San Diego County, "Daxko will help us be innovative leaders when it comes to building relationships with San Diego families, and making sure we measure that, not just say we're doing it." The YMCA of San Diego county is the second largest YMCA in the country, and expects to serve more than 100,000 families in San Diego County by 2020.

YMCAs, JCCs, and community centers do so much more than offer exercise equipment and swim lessons. As community-centered organizations, they connect people of all ages, backgrounds, and income levels to bridge gaps in community needs, from rehabilitation to literacy and childcare. The team at Daxko is dedicated to helping our customers have an even stronger influence on the people they serve. Learn how: www.daxko.com/influence & www.daxko.com/impact.





About Daxko

Headquartered in Birmingham, Alabama, Daxko is a leading provider of mission-critical software solutions to member-based nonprofits. Daxko's solutions help customers achieve high levels of operational efficiency, strong fiscal management, and increasingly engage the community to expand their mission. Data show that Daxko's customers grow twice as fast as similar organizations using other solutions. Daxko employs nearly 200 team members across the Southeast. For additional information, please visit www.daxko.com.

