

Food and Drug Law Institute

Location:

Washington, DC

Fonteva Solution:

Membership

Food and Drug Law Institute (FDLI) is the leading organization for professionals in the field of food and drug law, offering continuing education, training, publications, and professional engagement opportunities for stakeholders to inform public policy and law.

“Fonteva has pushed us even further in changing our culture. It's transformed the way FDLI engages with technology”

The Big Story

Fonteva delivered an attractive, easy-to-use, mobile-ready member experience with automated workflows, communications, and payment processing that dramatically increased revenue and inspire a larger digital transformation for the Food and Drug Law Institute (FDLI).

The Challenge

FDLI helps legal professionals in the field of food and drug law connect with their colleagues, publish and access scholarly articles, and shape the future of food and drug public policy in the United States of America.

But despite building the future of American food and drug law, FDLI found itself stuck in the past. Its member portal suffered from broken links and functionality, with no mobile readiness and payments so difficult to process that most members had to manually call FDLI to complete them.

On the backend, FDLI needed future-proof association software that could better manage and analyze its member data to predict opportunities, without needing constant updates or running the risk of developer abandonment down the road.

Ready to change the world but needing to change its association software first, FDLI turned to Fonteva.

The Solution

Fonteva began by taking the time to understand FDLI's unique requirements, specific membership goals, and industry insights. Then, they hit the ground running with Fonteva's Association Software Platform.

The Fonteva platform delivered FDLI the robust, future-proof association software it demanded. The world's leading Salesforce-native association software platform, the Fonteva solution combines the deep, powerful functionality and unrivaled usability of Salesforce with the unique and customizable communication, e-commerce, and reporting tools member organizations like FDLI need.

“Our members had been getting a '90s experience before,” explains Emilio Arocho, Director of Technology and Digital Strategy for FDLI, “and we knew we needed a framework that was customizable and expandable to add real

The Solution continued

value for them. We're all familiar with Salesforce, so the Fonteva platform couldn't have been a better fit. User adoption is through the roof."

The Fonteva platform also streamlined FDLI's payment processing, eliminating the bottlenecks and automating the time-consuming manual processes that had been robbing FDLI of revenue and preventing its members from having quick, convenient access to the valuable materials it had developed. With its legacy software, nearly everything done by members, from product ordering to event registration to updating contact information and renewing membership had to be processed and input manually by staff. Now, FDLI's event registration, membership onboarding and renewal, and payment processing communications are completely automated through the Fonteva Association Software Platform.

"We can see it all in our dashboards now, with automatic alerts and workflows," says Arocho. "Whether we're selling digital products like webinars and publications, or managing member communications through our portal, every single process is more efficient now and easier for customers to use. Campaign velocity, product revenue, membership revenue, events registration, events revenue – all of our KPIs are higher than they've ever been."

Even more than that, the Fonteva platform has helped FDLI undergo a broader digital transformation that has positioned it for lasting success long into the future.

"Fonteva has pushed us even further in changing our culture. It's transformed the way our organization engages with technology, and the future of what's coming," Arocho says. "Digital competency is no longer siloed within one department. Each department now has its

own digital superstars because so many people are comfortable using it, and we've even leveraged the Fonteva platform to build frameworks around this to encourage it, including dashboard and report creation best practices."

But for Arocho and FDLI, the true transformation comes from newfound clarity and visibility.

"Before, we couldn't build unique reports, or modify the criteria they were built on. Now, we're constantly adding new custom objects, integrating reports with

data from other systems like Wordpress and On24, just doing things that would've been impossible to dream of without the Fonteva platform. It's been an amazing improvement in our ability to not only track our KPIs, but understand them, as well," Arocho says.

Today, FDLI's total membership, total sales, and average order size are the highest they've ever been. Reports that used to require 8 hours to create now take just sixty minutes. And FDLI has grown its staff by 25%, to keep up with growing demand since partnering with Fonteva. "It keeps the wheels turning in our organization," says Arocho. "We have a roadmap thanks to Fonteva."

Improving the way food and drug law professionals shape the future? That's a fresh take on association management, made possible by Fonteva.

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