

# Daxko Announces Strategic Partnership with YMCA of the Inland Northwest for Membership Management and Engagement Solutions



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**Daxko →**

Jul 06, 2017, 16:00 ET

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BIRMINGHAM, Ala., July 6, 2017 /PRNewswire/ -- Daxko announced a recent agreement with the Young Men's Christian Association (YMCA) of the Inland Northwest to provide software to their growing association. The partnership includes Daxko's core membership management platform, Daxko Operations, along with a portfolio of comprehensive solutions, including: Daxko Accounting, Daxko Engage (relationship management), Payment Services, Reciprocity and Raptor® solutions. This comprehensive suite will allow the YMCA of the Inland Northwest to achieve their goals of technology growth and improved member experience.

Based in Spokane, Washington, the YMCA of the Inland Northwest serves approximately 43,000 members across 4 branches and they are growing rapidly. "In the last 10 years, we've grown from a 10-million-dollar to an 18-million-dollar Y and we want our technology to grow to match the growth of our association," explains Alan Leshner, CFO of the YMCA of the Inland Northwest.

"We are pleased to announce this strategic partnership," states Daxko Chief Revenue Officer, Jonathan Blackburn. "The YMCA of the Inland Northwest recognizes the need for best-in-breed solutions and by strategically investing in Daxko technology they will have access to tools that are continually enhanced to offer the best user experience and to meet the latest YMCA market needs."

The YMCA of the Inland Northwest chose Daxko to enhance the member experience and increase operational efficiencies for their staff. Daxko's ease of use and intuitiveness was a deciding factor. "The thing that excited us about Daxko was the ability to get staff up and running very competently and very quickly," says Leshner. "We have about 800+ staff and it becomes important to have tools they can quickly adapt to. We look at that as a service to our employees."

For members, Leshner notes that the YMCA of Inland Northwest spends a lot of time strategically planning new ways to provide needed services for their community. "Daxko is going to allow us to focus on program planning in a way we have not been able to with the amount of growth we've experienced. It's going to allow us to improve our web presence and achieve our goals of making things easier for our participants," says Leshner.

### **About Daxko**

Headquartered in Birmingham, Alabama, Daxko is the leading provider of software solutions to the member-based health & wellness market. Daxko's innovative portfolio of solutions helps customers achieve high levels of operational efficiency, strong fiscal management, and increased engagement of their communities. Daxko has more than 280 team members. For additional information, please visit [Daxko.com](http://Daxko.com).

### **About the YMCA of the Inland Northwest**

The YMCA of the Inland Northwest is dedicated to their cause of strengthening the foundations of community through youth development, healthy living and social responsibility. Regardless of age, income or background – they nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support our neighbors. Anchored in the Spokane community for over 130 years, the YMCA has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. Visit [ymcaspokane.org](http://ymcaspokane.org).

# Daxko Appoints Bjørn Bjerkøe as Chief Technology Officer

Bjerkøe brings extensive experience building and leading strong teams in the software industry, including most recently in the health & wellness technology space.



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**Daxko →**

Sep 11, 2017, 16:00 ET

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BIRMINGHAM, Ala., Sept. 11, 2017 /PRNewswire/ -- Daxko, the industry leader in member-based health & wellness software, announced the recent appointment of Bjørn Bjerkøe as Chief Technology Officer. Bjerkøe has already begun serving as CTO in the Daxko Denver office. He reports directly to Dave Gray, Daxko's Chief Executive Officer, and has joined the Daxko leadership team.



Daxko's Chief Technology Officer, Bjørn Bjerkøe

"We're excited to have Bjørn join Daxko's leadership team. We've been impressed by his history of building and coaching growing teams, leading technology strategy across complex platforms and his cultural fit with Daxko," says Gray. "Bjerkøe has ownership of all software

development teams and products across Daxko, including design, development, quality assurance and infrastructure.

"Daxko's dedicated team and customer-centric approach was obvious to me from the beginning," says Bjerkøe. "I am excited to be a part of a company that is innovating in the health and wellness space with a clear goal of benefiting customers and their members."

The new CTO role is a strategic piece of Daxko's growth strategy and will allow Daxko to continue its track record of building and scaling best of breed technology solutions and providing exceptional experiences to more types of health clubs, YMCAs, JCCs, and boutique fitness centers than any other provider.

### **About Daxko**

Daxko delivers comprehensive technology solutions and experienced services to all kinds of member-based health and wellness centers. Since Daxko began in 2001, we've grown to span 58 countries, 9,000 facilities and over 20 million members. Daxko customers rely on us to be the engine of their growth with deep insight, guidance, technology solutions, and exceptional experiences that make us the industry's recognized #1 software provider. To learn more, visit [daxko.com](http://daxko.com).

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# Daxko Unveils Strategic Partnership with Blackbaud at NAYDO 2018 to Fuel Increased Growth in YMCA Fundraising

Daxko Operations becomes first member management solution to offer direct integration with Raiser's Edge NXT for donor management



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**Daxko →**

Apr 25, 2018, 12:45 ET

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BIRMINGHAM, Ala., April 25, 2018 /PRNewswire/ -- Daxko, the leading provider of member management software for the health and wellness market, today announced a partnership with Blackbaud (NASDAQ: BLKB), the market leader in donor development solutions. With this agreement, Daxko will integrate its premier nonprofit membership solution, Daxko Operations, directly with Blackbaud's Raiser's Edge NXT.



Daxko Operations becomes first member management solution to offer direct integration with Raiser's Edge NXT for donor management.

This partnership allows nonprofits utilizing both Daxko Operations and Raiser's Edge NXT to easily share data across the two systems. Customers will also be able to increase the reach of their development efforts with a more comprehensive view of their membership and donor bases.

Daxko returns to the North American YMCA Development Organization (NAYDO) conference this year as the Platinum Premier Sponsor with the theme, "Deep Roots, Vibrant Future." The theme refers to Daxko's deep history within the YMCA movement and the envisioned future for all member-based nonprofits with powerful YMCA-inspired software solutions that drive efficient operations and strong engaged communities.

"Over 70% of US YMCAs have chosen Daxko as their preferred partner. With that in mind, our presence at NAYDO is meant to celebrate our history and strength, as well as our vision for a vibrant future for Ys and their communities," says Jonathan Blackburn, Chief Revenue Officer and GM of Daxko's Nonprofit Division. "Through this integration with Blackbaud's Raiser's Edge NXT, Daxko will give member-based nonprofits powerful tools to reach donors efficiently, ultimately allowing them to create a more vibrant future for members, donors, communities, and staff."

"We're excited to partner with such a longstanding YMCA and JCC software provider," says Greg Taylor, Blackbaud's National Sales Manager. "Daxko Operations and Raiser's Edge NXT are both considered to be the gold standard amongst member-based nonprofits and this partnership will enable shared customers to move their meaningful work forward."

This partnership has meaningful benefits for both Daxko Operations and Raiser's Edge NXT customers. Kyle Carroll, Director of Annual Giving at the YMCA of Austin, explains, "Integration between Daxko and Raiser's Edge will allow us to be intentional in our cultivation, stewardship, and prospecting efforts. Increasing member giving is one of our top priorities and to be able to pull information on our members into Raiser's Edge will allow us to serve our constituents more effectively."

The Daxko team will be available at NAYDO in the exhibitor hall. To learn more about the integration between Daxko Operations and Raiser's Edge NXT, visit [daxko.com/blackbaud](https://daxko.com/blackbaud) and to learn more about Daxko Operations visit [daxko.com/operations](https://daxko.com/operations).

## About Daxko

Daxko delivers comprehensive technology solutions and experienced services to all kinds of member-based health and wellness centers. Since Daxko began in 1998, we've grown to span 68 countries, more than 10,000 facilities and over 20 million members. Daxko customers rely on us to be the engine of their growth with deep insight, guidance, technology solutions, and exceptional experiences that make us the industry's recognized #1 software provider. To learn more, visit [daxko.com](http://daxko.com).

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# Exceptional Experiences Expert, Brittany Foust, Joins Daxko Leadership Team as SVP of Services



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**Daxko →**

Jan 25, 2018, 11:00 ET

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BIRMINGHAM, Ala., Jan. 25, 2018 /PRNewswire/ -- Daxko, the industry leader in member-based health & wellness software, announced the recent hiring of Brittany Foust as Senior Vice President of Services. Brittany will unite and oversee Daxko's customer-centric services teams across all markets – including large health clubs, boutique fitness, YMCAs, JCCs, medical fitness centers, and others. She reports directly to Dave Gray, Daxko's Chief Executive Officer.



Brittany Foust, Daxko's new SVP of Services, will oversee Daxko's customer-centric services teams across all health and wellness markets.

"I am looking forward to this incredible opportunity to take the Daxko and Zen Planner services teams to the next level, focused on ensuring high customer satisfaction and an unsurpassable experience when working with our team members. We want our customers to be wildly successful," says Foust.



Brittany comes to Daxko with extensive expertise leading services teams and conducting consulting engagements for SaaS companies in the healthcare and sports verticals. She has a proven track record of creating, installing, and executing processes that ensure strong customer focus and great experiences.

"We're excited to have Brittany join Daxko's leadership team," states Dave Gray, Daxko CEO. "Her proven track record of implementing operational and process improvements will allow Daxko to deliver on our promise of delivering exceptional experiences to our customers and building a high-performing team."

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