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The Small Association Leadership Alliance (SALA) announces strategic partnership with Higher Logic, the leading provider of member engagement solutions

SALA and Higher Logic will collaborate to offer online community and marketing automation solutions for small non-profit organizations

(Washington, DC): The **Small Association Leadership Alliance** <http://www.smallassociations.org>, a national membership organization representing small non-profit organizations, announced today that it reached an agreement with leading online communities and marketing automation software provider, Higher Logic, to develop and offer solutions for small and resource-challenged non-profits.

As a part of the agreement, SALA will launch the Higher Logic platform for its own membership community.

“We couldn’t be happier to be working with a best-of-breed product like Higher Logic and there’s no better way to demonstrate the value of effective online communities for small associations, than to deploy it for our members.”, remarked Kevin Kennedy, Chief Executive Officer for SALA.

SALA’s mission is to provide common-sense programs and services for small non-profit professionals and volunteers that help them face and conquer the unique management challenges confronting their organizations. Working with leading service providers like Higher Logic, SALA pursues opportunities through economies of scale to bring programs and services ordinarily accessible to larger and well-funded associations to its members.

Higher Logic’s Mark Lowry commented, “We’ve considered how Higher Logic’s member engagement functionality best serves smaller non-profits and partnering with SALA is the perfect fit. We’re extremely excited at the prospect of meeting the needs to this critical, yet underserved market segment.”

Higher Logic is an industry leader in cloud-based engagement platforms. Their data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, Higher Logic help you track and manage interactions along each stage of the digital customer experience. Learn more at www.higherlogic.com.

More information about the Small Association Leadership Alliance and its benefits of membership can be found online at www.SmallAssociations.org