

## FOR IMMEDIATE RELEASE

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### **Acteva Joins Salesforce.com Foundation's "Power of Us" Partner Program**

*ActevaRSVP helps salesforce.com nonprofit customers like the National Council on Aging engage their community*

Acteva, the leader in on-demand event registration, ticketing and payment management services, and the Salesforce.com Foundation, the global leader in integrating philanthropy and business, today announced Acteva's participation in the Salesforce.com Foundation's "Power of Us" Partner Program. The objective of the ambitious and groundbreaking corporate philanthropy program is to provide salesforce.com partners with a simple and scalable model to make high impact contributions to their communities through a donation of time, equity, and products to nonprofits who need their expertise.

As part of the partnership, Acteva will be donating its [ActevaRSVP for Salesforce CRM](#). ActevaRSVP gives salesforce.com nonprofit customers the ability to take registrations and track RSVPs for all types of free events including meetings, workshops, trainings, seminars, retreats, volunteer programs, parties and more.

Leading nonprofits such as the National Council on Aging (NCOA), based in Washington D.C., are already using ActevaRSVP and Salesforce CRM to create and send event invitations to their Salesforce database, capture event registrations online and update Salesforce campaigns. "NCOA works with thousands of organizations across the country to help seniors find jobs and benefits, improve their health, live independently and remain active in their communities; ActevaRSVP makes event management easy and with its integration to Salesforce CRM, our knowledge base of individuals' interests and event attendance grows automatically with each event and is accessible for future campaigns," said Stuart Spector, Senior Vice President, NCOA.

Acteva has developed two special nonprofit editions of ActevaRSVP to address the event registration needs of the salesforce.com nonprofit community. The ActevaRSVP Nonprofit StarterPack Edition, a unique offering, is \$149.00 for a full year of service and includes one organizer user, one event per month and up to 5,000 emails per month. The ActevaRSVP Nonprofit Enterprise Edition, a deeply discounted version of ActevaRSVP Enterprise, is \$780.00

per year and includes up to five organizer users, an unlimited number of events per month, and up to 15,000 emails per month. Both editions include unlimited event registrations and unlimited phone and email support.

In addition to donating products and related services, Acteva's employees will continue to volunteer for nonprofit organizations, including activities organized by the Salesforce.com Foundation.

"Acteva has a ten year history of supporting the nonprofit community and believes in the ideals of integrative philanthropy," commented Ed Lemire, Acteva's Executive Vice President. "In fact, forty percent of our 14,000 customers are nonprofits and associations. We look forward to continuing this tradition of service alongside the Salesforce.com Foundation."

"The Salesforce.com Foundation's Power of Us initiative allows our partners like Acteva to join with us in implementing our 1/1/1 integrated philanthropy model to have an even greater impact on the nonprofit community," said Suzanne DiBianca, executive director at the Salesforce.com Foundation. "We applaud Acteva for contributing its products, services and employee time to our nonprofit customers who can benefit from Acteva's event registration technology."

#### **About Salesforce.com Foundation's "Power of Us" Program**

The Power of Us partner program is designed to increase the impact of the Salesforce.com Foundation on the global nonprofit community by increasing the number of companies committed to a similar model of corporate social responsibility. The Salesforce.com Foundation mentors companies to successfully incorporate salesforce.com's 1/1/1 integrated corporate philanthropy model – 1% time, equity, or product - so that they too can "do well, while doing good." Today salesforce.com partners such as Astadia, Vertical Response and AppExtremes have incorporated this new type of corporate philanthropy into their "for profit" company.

#### **About Acteva and ActevaRSVP**

ActevaRSVP is another powerful yet simple on-demand business solution from Acteva. Designed exclusively for the AppExchange, ActevaRSVP is ideal for managing all types of free events. Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/MINI, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California.

For more information on ActevaRSVP, please visit [www.ActevaRSVP.com](http://www.ActevaRSVP.com) .

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**About the Salesforce.com Foundation**

The Salesforce.com Foundation is the global leader in integrating philanthropy and business through its 1/1/1 integrated philanthropy Model <http://www.sharethemodel.org>. The 1/1/1 Model harnesses the power of salesforce.com's people and technology through 1% Time, 1% Equity and 1% Product to increase the effectiveness of nonprofits in pursuing their social missions. Since the Foundation's inception in 1999, employees have given more than 125,000 hours of their time; more than 5,200 nonprofits in 60 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation's 1% Product Donation Program <http://www.salesforcefoundation.org/product>; and numerous organizations are benefiting from technology-related grants. For more information on the Salesforce.com Foundation, please visit <http://www.salesforcefoundation.org>.

**About National Council on Aging**

The National Council on Aging is a non-profit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for older Americans – especially those who are vulnerable and disadvantaged – and the community organizations that serve them. It brings together non-profit organizations, businesses and government to develop creative solutions that improve the lives of all older adults. NCOA works with thousands of organizations across the country to help seniors find jobs and benefits, improve their health, live independently and remain active in their communities. For more information, visit [www.ncoa.org](http://www.ncoa.org).

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