



Feathr partners with Associated Builders and Contractors (ABC) to offer exclusive marketing solutions for its chapters

Nov. 12, 2024 – Feathr, a leading nonprofit marketing platform tailored for associations, is excited to announce a new partnership with Associated Builders and Contractors (ABC). This collaboration will provide all 67 ABC chapters with access to Feathr’s state-of-the-art marketing tools at preferential rates, enabling them to enhance their outreach, membership engagement, and event promotion.

Feathr’s robust platform offers a suite of best-in-class marketing automation tools, including email marketing, ad-targeting, advanced analytics, and conversion reporting, all designed to drive measurable results. Many ABC chapters are already leveraging Feathr’s purpose-built software, and this new partnership opens the door for all chapters to experience the platform’s award-winning support and capabilities.

"We're thrilled to expand our relationship with ABC and offer our full range of services to chapters nationwide," said Feathr President and CRO, Aidan Augustin. "Our mission is to empower associations to grow and thrive, and we look forward to helping ABC chapters build stronger, more engaged communities with the power of data-driven marketing."

Through this partnership, ABC chapters will have the opportunity to:

- *Utilize Feathr’s marketing automation tools to streamline communication with members.*
- *Target ads to key audiences with precision and drive conversions through customized reporting.*
- *Access Feathr’s renowned customer support and receive personalized guidance on maximizing their marketing efforts.*

ABC chapters are encouraged to take advantage of the special rates available through this partnership and begin leveraging Feathr’s innovative tools to boost membership growth and engagement. To learn more and discuss options, chapters should reach out directly to Jeff Rose, Senior Manager of Partnerships at jeff.rose@feathr.co.

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Associated Builders and Contractors is a national construction industry trade association established in 1950 that represents more than 23,000 members. Founded on the merit shop philosophy, ABC and its 67 chapters help members develop people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which ABC and its members work. Visit us at abc.org.

Feathr is a nonprofit marketing platform specifically designed to support associations, helping them engage their members and grow their communities through cutting-edge digital marketing solutions. With tools for marketing automation, advertising, analytics, and more, Feathr empowers organizations to make data-driven decisions that amplify their impact.

For more information on how ABC chapters can benefit from Feathr, please visit www.feathr.co or contact jeff.rose@feathr.co.

