

## Perkins Coie Represents ThankView in Merger with EverTrue

**SEATTLE (November 8, 2021)**—Perkins Coie is pleased to have represented ThankView LLC, the largest personalized video platform for nonprofits, in its combination with EverTrue, Inc., the leading advancement software platform, supported by a strategic majority investment from Rubicon Technology Partners. For more information on the transaction please see ThankView's press release [here](#).

The integration of the two products will allow advancement and donor relations teams to automate personalized outreach based on continually updated engagement, wealth, interest, and career data, unlocking a modern and more effective approach to fundraising and stewardship that is unparalleled in the industry.

The Perkins Coie deal team included lawyers from Chicago, Portland, Seattle, and Washington, D.C., and was led by partners Ben Straughan and Nicholas E. Ferrer, counsel David A. Martinez, associate Tyler Mordecai, and paralegal Jillian Harrison. Advice was also provided by tax partner Carl T. Crow and associate Daniel Sito; antitrust partner Christopher A. Williams; technology transactions partner Sam S. Hong; employee benefits partner J. Thomas Cristy and associate Tomer Vandsburger; and executive compensation partners Lisa M. McGimpsey and Danielle Benderly.

Perkins Coie is a leading global law firm, dedicated to helping the world's most innovative companies solve the legal and business challenges of tomorrow. Learn about our work and values [here](#).

**Media Inquiries:** Please email [Justin Cole](#), Head of Media Relations.

### Contact



### [Ben Straughan](#)

Partner

[BStraughan@perkinscoie.com](mailto:BStraughan@perkinscoie.com) [206.359.3333](tel:206.359.3333)



## **Nicholas E. Ferrer**

Partner

[NFerrer@perkinscoie.com](mailto:NFerrer@perkinscoie.com) [206.359.3757](tel:206.359.3757)



## **David A. Martinez**

Partner

[DMartinez@perkinscoie.com](mailto:DMartinez@perkinscoie.com) [206.359.3303](tel:206.359.3303)



## **Carl T. Crow**

Partner

[CCrow@perkinscoie.com](mailto:CCrow@perkinscoie.com) [206.359.6390](tel:206.359.6390)



## **Daniel A. Sito**

Partner

[DSito@perkinscoie.com](mailto:DSito@perkinscoie.com) [206.359.6424](tel:206.359.6424)



## **Christopher A. Williams**

Partner

[ChristopherWilliams@perkinscoie.com](mailto:ChristopherWilliams@perkinscoie.com) [202.661.5870](tel:202.661.5870)

### **Explore more in**

[Tax Law](#) [Technology Transactions & Privacy Law](#) [Employee Benefits & Executive Compensation](#)  
[Antitrust & Unfair Competition](#)

### **Media inquiries**