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**FOR IMMEDIATE RELEASE**

## **Iowa Public Radio Implements Agilon's *ONE* Donor Database**

**Des Moines, IA** (July 8, 2011) – Iowa Public Radio (IPR) completed implementation of the Agilon *ONE* donor and pledge information system as a major step towards its goal of self-sufficiency. IPR completed the 8-month implementation project in time to utilize the new online gift and pledge capabilities as part of its 72-hour Fund Overdrive. During the 3-day period, IPR received over 2,000 new pledges from its members.

IPR was created in 2004 by the Iowa Board of Regents to oversee the public radio operations of Iowa's three Regents' universities and consolidate them into a statewide network. IPR informs, enriches and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa's sense of place.

"IPR, like many nonprofits, faces increasing financial pressure at a time when we're expanding state-wide services. We have a long-term goal of becoming self-sufficient, and Agilon's donor information system is a key part of that," said Mary Grace Herrington, CEO of Iowa Public Radio.

"Agilon's experience and automation technology are the perfect match for organizations like IPR that need to increase membership and donation revenues while streamlining business processes and operational efficiencies," said David Best, President and CEO of Agilon. "We are honored to be a part of IPR's success, and we look forward to supporting its unique needs as it continues to grow and evolve."

Agilon's *ONE* provides IPR with a rich tool set for managing constituent relationships, memberships, donations, and events. Agilon's integrated Donor Outreach Suite extends these capabilities through the Constituent Connection web portal, providing e-

communications, donor services and data processing automation that enrich donor relationships and improve staff productivity.

### **About IPR**

Iowa Public Radio was formed in 2004 to merge the three radio operations of its state universities: WOI AM and FM at Iowa State University, KUNI-FM and KHKE-FM at the University of Northern Iowa, and WSUI-AM and KSUI-FM at the University of Iowa. It has since expanded into southern and western Iowa. The combined operations employ sixty staff and have revenues of approximately seven million dollars annually. IPR's listenership increased eighteen percent from 2008 to 2009, and its membership revenue increased by nine percent.

### **About Agilon**

Agilon is dedicated to providing products and services that empower nonprofit organizations to develop life-long relationships and effective communications with their constituents. Agilon's *ONE* fundraising and fund-accounting systems provide clients with a comprehensive solution that successfully manages donors, prospects, memberships, contributions and financials as well as scholarships, endowments, events and memberships for a wide range of non-profit organizations. The fundraising system is entirely web-based and includes an integrated donor outreach web portal and an e-mail communication system that enriches an organization's relationships with their donors and prospects. For more information, visit [www.MyAgilon.com](http://www.MyAgilon.com).

Agilon's *ONE*, Donor Outreach Suite, Rel@y and Constituent Connection are trademarks of Agilon, LLC.

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