NEWS RELEASE
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DonorCommunity and Planned Growth Forge Software and Consulting Services Alliance to Benefit National Nonprofit Organizations

Consulting Firm Names DonorCommunity Exclusive Provider of
Cloud Computing Nonprofit Software

SUNRISE, FL November 30, 2011 – DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit organizations and Planned Growth, a consulting firm specializing in optimizing marketing and sales organizations and processes, announced today the formation of a new partnership.

Under the terms of the agreement, DonorCommunity will become Planned Growth's exclusive provider of fundraising and constituent relationship management software for nonprofit organizations. This includes applications for CRM, Online Marketing, Online Donations, Event Management, Social Networking and Website Content Management. The entire platform is offered on an annual subscription basis that includes unlimited users and free Website hosting.

In turn, DonorCommunity has named Planned Growth as its exclusive content development partner and will actively promote Planned Growth services for Online Marketing, Social Networking, Website Content Development, SEO, Email and Mobile Marketing. The two firms will also leverage their existing client relationships with such large national nonprofits as The Boys and Girls Clubs to offer client-specific packages of software and services. For example, the partners will collaborate to offer the 3,000 Boys and Girls affiliates the software and services they need to rapidly achieve compliance with the organization's recently announced Website branding and content guidelines.

"Our alliance with Planned Growth enables us to provide large national nonprofits with the software and services they need to achieve their annual goals for fundraising and advocacy," said David Blyer, DonorCommunity founder and CEO. "We have already made significant inroads by introducing a package of software and services that enable Boys and Girls Clubs affiliates to migrate their Websites to DonorCommunity's content management platform. This enables them to update their Websites quickly and easily while achieving branding compliance within ten business days of becoming a DonorCommunity subscriber. These kinds of organization-specific solutions are extremely efficient and cost-effective. We anticipate a high level of demand in the months ahead."

"DonorCommunity's cloud computing applications are a perfect fit for nonprofits with a national footprint who want to provide affiliates with a robust and consistent set of capabilities for raising funds and serving stakeholders," said Chris White, Planned Growth founder and CEO. "After carefully evaluating all of the major nonprofit software vendors, we concluded that DonorCommunity is the most comprehensive and cost-effective software platform available today. We're pleased to name DonorCommunity as our exclusive provider of nonprofit software."

About DonorCommunity

DonorCommunity, Inc. is a cloud computing software firm that helps nonprofit organizations cultivate donors, forge closer relationships with stakeholders, engage their communities and raise funds year-round. DonorCommunity offers a suite of fully-integrated Web applications for constituent relationship management, online auctions, online marketing, online donations, event management, social networking and Web content management. The entire platform is furnished on a fixed-fee, annual subscription basis that includes unlimited users, unlimited training, unlimited support and free Website hosting. For more information, visit www.DonorCommunity.com.

About Planned Growth

Planned Growth has solutions for every size organization in virtually any aspect of the sales and marketing process. The company enables clients to increase their revenues by reducing the sales cycle, organizing their data, upgrading their Websites and automating marketing processes. Planned Growth is a full-service sales and marketing automation services provider. These services include email marketing, Website Content Management, Social Marketing, SEO/PPC services, Mobile Marketing, Telemarketing and Direct Mail. For more information, visit www.PlannedGrowth.com

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