

NEWS RELEASE**FOR IMMEDIATE RELEASE****DonorCommunity Helps Police Athletic League Hit a Home Run with New Website, CRM, Event Management and Online Fundraising Applications**

SUNRISE, FL December 1, 2011 – DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit organizations, announced today that the Police Athletic League (PAL) of Davie has become the latest nonprofit organization to select DonorCommunity as its strategic software platform for fundraising, website content management, online marketing, social networking and event management.

DonorCommunity enabled PAL to launch its first ever independent Website in less than ten business days, providing the robust Website presence PAL needs to keep stakeholders informed about its highly regarded after-school athletic, recreation and tutoring programs for young people. For the first time, PAL will also have the constituent relationship management capabilities it needs to maintain an ongoing dialog with its large community of parents, program participants, community leaders and supporters. The group also intends to make extensive use of DonorCommunity's event management and online auction capabilities to sell tickets to events, including a key fundraising event planned for February 2012.

“Until now, we’ve had virtually no online presence and no capability to inform the public about our programs, plans and activities in an ongoing way,” says Police Athletic League Executive Director Tim Albury. “We didn’t even have a way to collect and organize information about the parents, kids, volunteers and supporters we work with every day. We knew these capabilities were essential, so we conducted a detailed evaluation of all of the leading online fundraising and CRM applications. In the end, we concluded that DonorCommunity is not only the most capable software platform available today, but also an amazing value thanks to the company’s fixed-price subscription model. We’re extremely happy with DonorCommunity and the new capabilities it provides for us to serve our Florida community.”

“The Police Athletic League gives young people the civic, athletic, recreational and educational opportunities they need to become productive members of society,” said David Blyer, DonorCommunity founder and CEO. “We’re proud to welcome such a worthwhile organization to our client community.”

About DonorCommunity

DonorCommunity, Inc. is a cloud computing, Software as a Service 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 The Police Athletic League

The Police Athletic League is a 501 (c)(3) non-profit organization dedicated to providing a safe environment for Davie young people to participate, learn, and achieve while developing positive relationships with members of the law enforcement community. PAL programs and activities create a positive environment where kids can learn the value of teamwork, cooperation, and commitment. For more information, please visit www.daviepal.org.

Media Contacts

For DonorCommunity

David Blyer
(305) 992-6041
DBlyer@DonorCommunity.com

The Police Athletic League of Davie

Tim Albury
(954) 321-2567
timalbury@daviepal.org

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