

Free, Customized Mobile Application Now Available from iGivings for Churches and Nonprofit Ministries

DALLAS, TX (December 5, 2011) – iGivings, a developer and provider of a robust, cutting-edge mobile applications platform that allows churches and nonprofit ministries to easily and quickly deploy and manage native iPhone, Android, iPad and BlackBerry applications, announced it is providing its popular customizable iPhone app free. Unlike other companies that offer free initial services and then charge a monthly fee thereafter, iGivings charges no installation fee or monthly fees. More than 300 pastors signed up during the first few days of its free app program.

Mobile devices have revolutionized the way people communicate and obtain information. However, many churches wanting to take advantage of mobile opportunities find the product design and development can be overwhelming, and the cost is prohibitive, especially for smaller churches.

“By making the iPhone app free and streamlining the customization process, iGivings helps churches and ministries achieve their mobile goals quickly and painlessly. Our free app solution is an awesome communication tool,” stated Yuri Gorzey, iGivings CEO. “We have a passion for helping small and midsize nonprofits grow because they make a real difference in people’s lives. We’re pleased to save churches time, money and frustration with our free app so they can enjoy the advantages of staying connected with members daily.”

The free iPhone app from iGivings makes content such as sermons, blogs, news, events and music just a click away, and it’s integrated with social networks. It includes an easy-to-use admin system to add and manage app contents on an ongoing basis.

The customized iPhone app is available free for a limited time only. iGivings also handles the submission process to the iTunes store. To start the application set-up process, visit <http://www.facebook.com/iGivings>.

A Nielson survey found 68 percent of iPhone app downloaders use their mobile apps multiple times daily. Mobile apps are shaping the way people engage in ministry communities. The iGivings solution helps churches, youth ministries, women’s groups, and others easily become mobile – just like their members.

iGivings also provides premium solutions for apps with multifaceted features including 2-Click™ donations, prayer wall, live streaming, and more than 30 other functionalities.

About iGivings

iGivings is an innovative technology company developing cutting-edge applications enabling organizations to manage donations, communications and data with members through any handheld mobile device.

Contact:

Kathleen Goolsby
1.800.465.7374