



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Media Contact: David Blyer

(305) 992-6041

[DBlyer@DonorCommunity.com](mailto:DBlyer@DonorCommunity.com)

### **DonorCommunity to Offer Innovative New Viral Fundraising Application Free to All DonorCommunity Subscribers**

*Nonprofits Can Now Empower Individual Supporters to become Dynamic Fundraising Networks While Maintaining Complete Control over Branding and Messaging*

**SUNRISE, FL: May14, 2012** – DonorCommunity, Inc., developers of the leading cloud computing software platform for nonprofit fundraising and advocacy, announced today the release of DonorCommunity Viral Fundraising Manager (D-VF), an innovative new social and viral fundraising application. All DonorCommunity clients will receive free unlimited access to D-VF along with their existing applications for CRM, Online Marketing, Online Donations, Online Auctions, Event Management, Social Networking and Website Content Management. The DonorCommunity platform is offered on an annual subscription basis that also includes free Website hosting and unlimited training and support.

“Every major study of the nonprofit marketplace shows that online giving is growing faster than any other method and that social networks and viral fundraising are the main drivers, especially among the mid-sized nonprofits we serve,” said David Blyer, DonorCommunity founder and CEO. “Individuals who use viral fundraising tools and personalize their campaign pages raise six times more than those who use offline methods only.”

Until now, however, it's been difficult or impossible to seamlessly integrate, manage and monitor viral activity with other types of fundraising campaigns. “Viral Fundraising Manager is a game changer because it empowers friend-to-friend fundraising and automatically adds donors from viral campaigns to the constituent database, where they can be tracked and managed in conjunction with other campaigns,” adds Blyer. “What's more, all of the online campaign materials must be pre-approved by the nonprofit, so branding and messaging remain accurate and consistent. Of course, individuals can still incorporate their personal messages too.”

#### **How It Works**

Any online visitor can host a fundraiser on behalf of the nonprofit after completing a simple registration process. They begin by setting up their personal fundraiser Web page, which includes the nonprofit's branding along with pre-defined content. After adding their personal

messages, individuals must submit the page for approval, generating an automatic notification to the nonprofit. Once approved, the fundraiser can immediately launch the campaign and use DonorCommunity's "Tell-A-Friend" feature to spread the word. Viral Fundraising Manager automatically tracks the results of individual campaigns, sends acknowledgements to donors, and adds new donors to the constituent database for subsequent cultivation. Click [here](#) to view some examples of personal fundraising pages.

### **Availability of DonorCommunity Viral Fundraising Manager**

DonorCommunity Viral Fundraising Manager is available immediately to all DonorCommunity subscribers at no additional cost.

### **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, viral fundraising, social networking and Web content management. The entire platform is furnished on a fixed-fee, annual subscription basis that includes unlimited users, unlimited records, unlimited training, unlimited support as well as free Website hosting. For more information, visit [www.DonorCommunity.com](http://www.DonorCommunity.com).

###