

NEWS RELEASE

FOR IMMEDIATE RELEASE

Boys & Girls Club of Salem Replaces Stand-Alone Fundraising Systems with DonorCommunity Cloud Computing Solution

Organization Realizes 100% Return on Investment within One Week of Going Live

SUNRISE, FL: August 21, 2012 — DonorCommunity, Inc., developers of an innovative cloud computing software platform for fundraising and advocacy, announced today that the Boys & Girls Club of Salem has replaced their DonorPerfect software and 3rd party email marketing tool with DonorCommunity's fully-integrated suite of applications for fundraising, website content management, online marketing, social networking, personal fundraising, online donations and event management. Within one week of going live, the nonprofit realized a 100% return on its DonorCommunity investment by launching its first-ever personal fundraising campaign.

"The word of mouth about DonorCommunity from other Boys & Girls Clubs was overwhelmingly positive, but we were hesitant to consider a new fundraising infrastructure investment without a solid business case," said Michael Centor, Boys & Girls Club of Salem Executive Director. "We began by identifying opportunities for significant administrative cost reductions via DonorCommunity's free hosting service and the improved efficiencies afforded by its event management, Website content management and online donation applications. But the real win for us was the prospect of adding online campaigns to our fundraising mix. Within a week of going live, we generated over \$15,000 through our first-ever [personal fundraising campaign](#) to raise money for a new gym floor. These incredible results speak for themselves. DonorCommunity is a 'must-have' solution for online fundraising and advocacy."

"Like other clubs, the Boys & Girls Club of Salem was contending with a collection of stand-alone applications that imposed unacceptable restrictions on its ability to raise funds and serve constituents," said David Blyer, DonorCommunity founder and CEO. "Today, all of its information about program participants, volunteers, donors and stakeholders is consolidated and instantly available for personalized communications, event planning and online campaigns. We look forward to providing these same benefits to Boys & Girls Clubs worldwide."

About Boys & Girls Clubs of Salem

The Boys & Girls Clubs of Salem serves over 200 youth daily in a variety of essential programs focusing on health and life skills, character and leadership, education and career

development, the arts, and sports fitness and recreation. Boys & Girls Clubs provide a safe place to learn and grow, ongoing relationships with caring adult professionals, life enhancing character development experiences, hope and opportunity. An increasing number of boys and girls are turning to the streets due to the lack of wholesome, adult-supervised recreation opportunities in their communities. Many children return from school each day only to find their parents absent or unavailable. Young people need to know that someone cares about them, not only today but always. Boys & Girls Clubs provides this care along with a schedule of programs and services that instill a sense of competence, usefulness, belonging and influence. Boys & Girls Clubs are a safe place to learn and grow while having fun. Great futures truly start here. For more information, visit www.salembgc.org.

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, personal fundraising, 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.

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