

NEWS RELEASE

FOR IMMEDIATE RELEASE

DonorCommunity and Nonprofits First Announce Strategic Alliance

Partnership Will Enable Nonprofit Clients to Build Critical Organizational Capacity and Fully Leverage the Power and Efficiency of Online Fundraising and Advocacy

SUNRISE, FL and BOYNTON BEACH, FL: September 10, 2012 –

DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit fundraising and advocacy, and Nonprofits First (NPF), a management support organization that promotes quality and sustainability in the nonprofit community, announced today the formation of a strategic alliance.

Under the terms of the agreement, NPF and DonorCommunity will jointly develop a package of DonorCommunity software and NPF services that enable clients to raise funds and serve their communities more efficiently and successfully than ever before. This will include turnkey programs that allow nonprofits to implement NPF's social enterprise model of donor engagement while demonstrating a superior "social return on investment." The partners will also utilize DonorCommunity's extensive capabilities for personalized community outreach through email marketing, personal fundraising and social networking, utilizing the principles in community dialogue developed for NPF's "Now I Can Hear You," community engagement initiative.

Additionally, the two firms will collaborate closely to enhance DonorCommunity's already robust capabilities for online marketing, online donations, event management, Website content management and constituent relationship management to reflect the best practices in nonprofit management that NPF has developed as part of its certification and P2E Toolkit™ (Pathway to Excellence) practices.

"NPF brings unrivaled expertise and thought leadership to its mission of helping nonprofits optimize capacity and organizational effectiveness through strategic planning, education and management services," said David Blyer, DonorCommunity founder and CEO. "As NPF's partner, DonorCommunity will complement these capabilities with a platform of cloud-based applications that dramatically simplify and streamline the process of fundraising and advocacy, significantly reducing their administrative overhead so they can focus more of their precious resources on serving constituents. Our partnership with NPF is also a key next step in our long-term strategic plan to offer nonprofit clients a complete solution that addresses every

aspect of their operational needs, from fundraising to professional development.”

“Nonprofits have faced challenges in fully leveraging the benefits of information technology due to the complexity and costs associated with traditional information systems, which typically require a costly infrastructure and a highly skilled staff of IT professionals,” said Kathy Adams, President & CEO of Nonprofits First. “DonorCommunity is a breakthrough for the nonprofit marketplace because it utilizes cloud computing technology to deliver a comprehensive platform of applications that is second to none in functionality yet incredibly affordable and easy to use. Working together, NPF and DonorCommunity will dramatically accelerate the process of organizational transformation. We’re excited about this opportunity to help our clients grow and achieve long-term sustainability.”

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.

About Nonprofits First

Nonprofits First is a 501(c)(3) organization established by a coalition of public and private funders to strengthen the administrative and operational capacity of nonprofit organizations in Palm Beach County. Comprised of experienced executives, consultants and volunteers, the vision of Nonprofits First is a community in which nonprofit organizations achieve their highest level of success. For more information, please visit www.nonprofitsfirst.org.

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