

Morris Animal Foundation Selects Donor Point Marketing as Agency of Record

PRESS RELEASE FROM DONOR POINT MARKETING



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Donor Point Marketing, www.donorpointmarketing.com, a specialized direct response fundraising agency, has been named the Direct Response Agency for Morris Animal Foundation. Morris Animal Foundation selected Donor Point because of their multi-channel orientation and experience in the non-profit industry.

Donor Point's engagement with Morris Animal Foundation will maximize performance through several direct response channels including email, social marketing and search optimization. Donor Point will also expand their direct mail efforts and provide a full suite of services including strategy, analytics, design, production, reporting and account management.

"We are very excited to be partnering with Donor Point. Their data-driven approach and unique strategy for the integration of both online and offline channels will allow us to take our program to the next level," said Leslie Hansen, Director of Annual Giving.

"We are thrilled to be partnering with Morris Animal Foundation. Our passion for the non-profit community and commitment to a multi-channel approach is a perfect fit with their goals," said Steve Rudman, General Manager of Donor Point Marketing. "We are proud to work with an organization that has such a storied history and dedicated staff."



About Donor Point Marketing

Donor Point Marketing was created with a single focus on the non-profit industry and to fill a gap among non-profit organizations that need expertise and resources in multi-channel fundraising. Donor Point has a unique operating model that brings small to mid size non profits a comprehensive set of services all under one roof. Contact Donor Point Marketing at **1-855-795-6300** or visit www.donorpointmarketing.com.

About Morris Animal Foundation

Morris Animal Foundation is a non-profit organization that invests in science that advances veterinary medicine for companion animals, horses and wildlife. It is a global leader in animal health science, and its funding helps more species in more places than that of any other organization in the world. Since its founding in 1948, Morris Animal Foundation has invested more than \$70 million toward 2,000+ studies that have led to significant breakthroughs in diagnostics, treatments, preventions and cures for animals.