

The Seeing Eye Selects Donor Point Marketing as Agency of Record

PRESS RELEASE FROM DONOR POINT MARKETING



**February 2014
Rockville, MD**

Donor Point Marketing, www.donorpointmarketing.com, a specialized direct response fundraising agency, has been named the Direct Response Agency for The Seeing Eye, Inc.

Donor Point will be working with The Seeing Eye to maximize performance of the pioneer guide dog school's direct response fundraising efforts including strategy, analytics, design, digital, production, reporting and account management.

"We are very excited to be partnering with Donor Point. Their data-driven approach and their ability to bring bold new strategies will allow us to take our fundraising program to the next level," says Nancy Fondaco, Annual Fund & Membership Officer.

"We are thrilled to be partnering with The Seeing Eye. Our passion for the nonprofit community and our commitment to specialized animal-related organizations is a great 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 nonprofit industry to fill a gap for organizations needing expertise and resources in multi-channel fundraising. Donor Point has a unique operating model that brings small to mid size nonprofits a comprehensive set of services all under one roof. Contact Donor Point Marketing at **1-855-795-6300** or visit www.donorpointmarketing.com.

About The Seeing Eye

Since 1929, The Seeing Eye has partnered with people who are blind and seeking to enhance their independence, dignity and self-confidence through the use of Seeing Eye® dogs. More than 16,000 of these specially bred and trained dogs have brought a new level of mobility, safety and self-sufficiency to over 8,000 men and women.