

**Contact Information**

Roy Cheran, VP Marketing
rcheran@donorpro.com 724.254.7448

FOR IMMEDIATE RELEASE

June 12, 2014

DonorPro Recognizes Top Nonprofit Fundraisers Worldwide

PITTSBURGH (June 12, 2014) - DonorPro, the premier provider of nonprofit fundraising solutions, announced today that four organizations from the US and one from Malaysia distinguished themselves as winners in the 2014 “Top Donor Pros’ Awards Competition” sponsored by DonorPro. The Awards program was designed to showcase creativity and achievement in fundraising across DonorPro’s global nonprofit customer base.

“This was our opportunity to recognize some of the best nonprofit fundraisers in the world and their chance to showcase their industry-leading talents and accomplishments with their peers,” acknowledged DonorPro President, Donna Myers. “The competition was quite fierce”, said Roy Cheran, DonorPro’s VP of Marketing, who convened the internal review committee to declare the winners. “The outstanding creativity and innovation in their campaigns and events won the day for the top submissions and we had a wonderful time reviewing the specific details about their extraordinary efforts on behalf of their agencies,” he added.

Jewel Amoruso, DonorPro’s VP of Client Success added, “The winning case studies are fabulous with great detail and will be both instructive and inspirational to the thousands of fundraising professionals we serve around the world!”

And the Winners Are

Here are the category winners of this year’s awards and a brief on their achievements:

Overall Growth 2012 – 2013 Winner: Art beCAUSE Breast Cancer Foundation Framingham, MA
Their number of overall donations grew by over 51% driving contribution growth year-over-year to 92.5%.

Most Effective Cause Awareness Campaign Winner: Monmouth Medical Center Fnd. Long Branch, NJ
The Monmouth Medical Center Foundation conducted a “Ribbon of Honor” campaign to raise public awareness to fight cancer in their community. Key to their success was their ability to embrace a variety of groups within the community including area shopping malls and schools. This campaign drove web visits up 63% and Facebook likes made a 900% jump.

Most Creative Fundraising Activity Winner: Penang Adventist Hospital Penang, Malaysia
Penang Adventist Hospital launched an 89-day Skip a Meal 4 Charity campaign. Teams and individual participants would skip a meal and donate the money saved to Penang's Heart Patients' Fund. Extensive outreach to community groups netted 1,258 new donors and a total of over \$76,000 in contributions.

Best Single Fundraising Event Winner: River Valley Riders Woodbury, MN
River Valley Riders reenergized a 10 year old event called the Annual Round-Up Dinner and Auction with creative marketing, broader outreach and changes in event execution powered by DonorPro. River Valley Riders saw an 11% increase in contributions. They raised over \$58,000 with an intimate 178 attendee list, including a 23% rise in new guests and a 93% increase in the value of auction items presented.

Nonprofit of the Year Winner: ACHIEVA Pittsburgh, PA
During the last 18 months, ACHIEVA has been effectively executing their strategic fundraising and operational plan. Their capital campaign, is moving along at lighting speed having already netted \$7.3 million of their \$8 million goal. At the same time, their annual fund grew 10%, despite the competition with their capital appeal. Costs were reduced across the board including a \$117,000 savings in facilities energy greening. ACHIEVA has also brought about significant growth in new community partnerships and revenue generating businesses.

About DonorPro

DonorPro, built its reputation in the nonprofit fundraising sector with an affordable and easy to use CRM Donor Management Solution along with a suite of fully integrated online fundraising tools to support nonprofits of all sizes. Since 2009, they have been named one of the best Donor Management Systems in the prestigious Idealware-NTEN "Consumers Guide to Donor Management Systems" achieving 14 "Excellent Ratings" in last year's report. Founded in 2003, DonorPro is a privately-held company headquartered in Pittsburgh, Pennsylvania. DonorPro increases donations, streamlines workflows, optimizes staff productivity, and enhances personal communications with prospects and donors helping their nonprofit agency clients grow donations at a rate of six (6) times the industry sector average. Learn more at www.donorpro.com.

###