

**NEWS RELEASE**  
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Media Contact: David Blyer  
(305) 992-6041  
[DBlyer@DonorCommunity.com](mailto:DBlyer@DonorCommunity.com)

## **Cultural Tourism DC Selects DonorCommunity's All-In-One Software Platform for Online Fundraising and Event Management**

*DonorCommunity Delivers Intelligent New Website with Hundreds of Pages and Advanced Fully-Automated Capabilities for Online Fundraising and Advocacy*

**SUNRISE, FL: April 15, 2014** — DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit fundraising and advocacy, announced today that Cultural Tourism DC, a coalition of more than 230 culture, heritage, and community-based organizations in Washington DC, has become the latest nonprofit to deploy DonorCommunity's fully integrated suite of applications for fundraising, Website content management, online marketing, social networking, personal fundraising, online donations, online auctions, e-commerce and event management. The organization's new intelligent "powered by DonorCommunity" Website went live March 21, featuring an elegant new design, content translated into more than 80 languages, streamlined navigation, and advanced capabilities for self-service in event ticketing and reservations.

"Washington DC is not only our nation's capital, it's also a cultural center and an international destination for tourists, businesspeople, and representatives from nearly every foreign government," said David Blyer, DonorCommunity founder and CEO. "For many visitors, Cultural Tourism DC's Website is our nation's face to the world, so it was essential for the new site to incorporate elegant design and streamlined navigation, while allowing international visitors to access the hundreds of content pages in over 80 different languages, ranging from Afrikaans to Zulu. Equally important, we had to replace the group's collection of aging email marketing and donor management applications with a fully integrated infrastructure for online fundraising and event management. This was a fascinating challenge and one we were happy to take on."

"We're delighted with our intelligent new Website, which has earned rave reviews from visitors while enabling us to attract and retain supporters more easily and efficiently than ever before," said Steven Schulman, Executive Director of Cultural Tourism of Washington DC.

“DonorCommunity has also streamlined and consolidated our fundraising infrastructure, replacing Cvent for event management, ResultsPlus for constituent relationship management and Mail Chimp for email marketing,” Schulman added. “We’re already seeing the benefits of an all-in-one solution. DonorCommunity is automating the ticketing and reservations process for our upcoming [Embassy Chef Challenge](#) event while capturing attendee information in our newly consolidated CRM database, where we can track every interaction with every supporter. We strongly recommend DonorCommunity to any nonprofit seeking a powerful and productive solution for online fundraising and event management.”

### **About Cultural Tourism DC**

Founded in 1996, Cultural Tourism DC, a 501 (c)(3) nonprofit organization, affirms the importance of culture and heritage to local neighborhoods and the city's economic prosperity by developing, delivering, and celebrating authentic cultural experiences for area residents and visitors. Annual signature programs presented by Cultural Tourism DC include Art4All DC, WalkingTown DC, the DC Neighborhood Heritage Trails, Embassy Chef Challenge, and Passport DC.

### **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. DonorCommunity is also active in the crowdfunding space through its MicroGiving.com Website. For more information, visit [www.DonorCommunity.com](http://www.DonorCommunity.com).

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