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FrontStream Announces Major Expansion of Fundraising Capabilities in Integrated Platform

FrontStream's FirstGiving solution fully supports project funding, awareness months and giving days

Reston, VA – June 25, 2015 - FrontStream, headquartered in Reston, VA, has vastly expanded the utility of its consumer-facing FirstGiving solution and is now positioned to offer nonprofits and their supporters a more varied and comprehensive fundraising solution set with the addition of project-based funding and “giving day” functionality.

Over the last decade, FrontStream's FirstGiving, the leader in peer-to-peer fundraising, has been widely known as a simple, powerful and effective platform for online fundraising campaigns that endeavors to empower people to raise more money for causes they care about; that same ethos has guided the evolution of FirstGiving into a much deeper fundraising platform.

As a part of this very significant step, nonprofits and fundraisers alike can immediately adopt and begin to implement a number of new enhancements that are built on the foundation of FirstGiving's existing easy-to-use features. FirstGiving now enables fundraising campaigns of virtually every kind including:

- Giving Day and Awareness Month functionality that allows you to build a sense of community for a particular cause and unite your network to rally around a common goal
- Project-based fundraising for very targeted campaigns; from small classroom projects to large capital campaigns, you have control of incentives and milestones associated with giving goals that you would like to reach within a specific window of time

The natural evolution of FirstGiving is in response to the rising number of campaigns that are increasingly making use of fundraising models that leverage resources from nonprofits, donors, and partners to build excitement and use the momentum of that engagement to create a very significant impact relatively quickly rather than maintaining a fundraising effort over a period of time.

The popularity of the giving day or awareness month is an example of this ideology in action as each is meant to encourage collective, concerted fundraising efforts within a short amount of time. Likewise, nonprofits and individuals can concentrate the power of their network around a specific set of objectives through a campaign dedicated to meeting a smaller set of objectives, as with project funding.

FrontStream is already the preferred platform for over 20,000 nonprofits that make use of a variety of fundraising options FrontStream has continually worked to improve including event registration, embeddable fundraising widgets, customized communication tools, CRM data management tools and robust donation pages that incorporate team fundraising, custom branding ability, and company match opportunities.

To learn how to use these tools to increase the impact of your fundraising efforts:

<http://www.frontstream.com/givingdays>

About FrontStream

FrontStream is a technology company that is revolutionizing commerce and philanthropy through the use of integrated data. We provide software and services that simplify payment processing, fundraising, data analysis, event management and corporate social responsibility (CSR) initiatives.

With offices in North America, Europe, and Asia Pacific, we facilitate the movement of money to people, causes and organizations around the world.

FrontStream is headquartered in Reston, VA and has offices in Boston, MA, Lancaster, PA, Toronto, ON, Canada and West Melbourne, VIC, Australia.