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For Immediate Release

## Two of CDR Fundraising Group's Finest Win Best of Direct Awards

Bowie, MD – CDR Fundraising Group (CDR) is proud to announce that two of its fundraising leaders were recognized with the Direct Marketing Association of Washington (DMAW)'s prestigious Best of Direct awards at a reception held last week at the National Geographic Society Building in Washington, D.C.

At this esteemed annual event that attracts the finest marketers from the D.C. area and beyond, CDR's Director of Online Marketing, Mikaela King, received the prominent **Emerging Leader** award -- not only for her exceptional leadership at CDR, but for her contributions to the industry as a whole. Mikaela's fundraising expertise is a huge asset to CDR, where she manages a team of online marketing staff and provides expert strategy and support to many nonprofit clients.

Mikaela is a huge advocate of giving back to the industry through mentorship and education. Over the past four years, Mikaela has been recognized with multiple industry awards including most recently, a top award from DMAW, the 2009 Gold MAXI for an integrated fundraising campaign for the Wounded Warrior Project that she helped create.

Geoff Peters, CDR's President and CEO, received the coveted **Volunteer of the Year** award at the ceremony. Geoff was recognized for his many years of dedicated service to the direct marketing industry and his tireless volunteer efforts as a longtime member of the DMAW. One of his most notable accomplishments with DMAW is co-founding the Bridge Conference on behalf of DMAW with fellow staff member and AFP/DC President Nancy Withbroe. This conference has seen increased attendance and notoriety since its inception in 2006, and has become one of the largest of its kind in the world.

CDR Fundraising Group ([www.cdrfg.com](http://www.cdrfg.com)) provides a full suite of **integrated-fundraising services uniquely tailored to each of its nonprofit clients**, including direct-mail and advocacy fundraising, online marketing, list brokerage and management, corporate sponsorship and mission-marketing assistance, major-donor consulting, workplace giving solutions, and organizational consulting.

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