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For Immediate Release

New White Paper Released on Engaging Major Donors Through Online Marketing

BOWIE, MD – CDR Fundraising Group announces the release of its latest white paper, “Raise Big Money from Thousands of Your Closest Friends: Engaging Major Donors Online.” The paper may be downloaded from the company’s Nonprofit Consulting Division web site: http://www.npcdivision.com/downloads/WP_Engaging_MD_online.pdf.

Co-authored by Mikaela King, director of online marketing, and Nancy Withbroe, CFRE, director of integrated consulting services, the paper discusses how to combine best practices from major-gifts and online direct-response fundraising. When integrated, these tactics can be used to attract and cultivate larger gifts to nonprofit organizations through the Internet by making relatively wealthy people feel as if they were being approached individually.

Ms. King and Ms. Withbroe were inspired to write the piece after studying a comprehensive report, *The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors* released in March 2008 by Convio, Edge Research and Sea Change Strategies. CDR Fundraising Group is putting findings from the *Wired Wealthy* report (<http://my.convio.com/?elqPURLPage=104>) into action.

“CDR’s paper shows how online tools continue to play a very important role in the success of nonprofits, especially when integrated with traditional channels,” said Vinay Bhagat, chief strategy officer of Convio, who worked with Edge Research and Sea Change Strategies on the *Wired Wealthy* research. “Organizations that use technology to more efficiently and effectively engage donors are better positioned to weather the current economic storm and build lasting relationships. Organizations must focus efforts on stewardship and engagement so that these individuals remain committed as we come out of the economic downturn. It is exciting to see our research being used to help nonprofits succeed.”

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

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