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September 15, 2009

For Immediate Release

CDR Appoints Jo Black Sullivan to Leadership Team *New Position to Focus on Client Strategy and Integrated Marketing*

BOWIE, MD- Today, CDR Fundraising Group announced that Jo Black Sullivan will be joining their team as the new senior director of integrated marketing and manager of direct response television (DRTV). In this newly created position, Sullivan will focus on the strategic expansion of CDR's already ample suite of services. Sullivan joins CDR Fundraising Group after completing a decade-long tenure at the American Society for the Prevention of Cruelty to Animals (ASPCA), where she most recently served as executive vice president of external affairs.

"Jo has helped to revolutionize direct response fundraising in this country," said Geoffrey Peters, president and CEO of CDR Fundraising Group. *"I am thrilled that Jo will now bring her amazing vision and creativity to CDR. Now all of our new and existing clients will have access to one of our industry's most innovative thinkers and a leader in multi-channel integrated fundraising."*

Sullivan comes to CDR with over 18 years of marketing and fundraising experience. During her time at the ASPCA, Sullivan managed the organization's fundraising efforts, which led to revenue growth of over 500 percent, as well as the launch of several key initiatives, including the ASPCA's highly successful direct response television campaign including the "Sarah McLachlan appeal." Her fundraising and marketing efforts on behalf of the ASPCA led to the organization's recognition as the 2009 Nonprofit of the Year by the Direct Marketing Association Nonprofit Federation (DMANF). Prior to joining the ASPCA, Sullivan managed a number of international promotional and direct marketing campaigns.

"CDR is a pioneering leader in fundraising world, and I am thrilled that I will be a part of the company's future," said Sullivan. *"I can't wait to work with Geoff and the entire CDR team to advance their vision of serving nonprofits by constantly innovating and developing new strategies."*

Sullivan earned her B.A. in Communications and Public Relations from the University of North Carolina at Greensboro. She has served the fundraising industry as a board member and chair of the DMANF and the Direct Marketing Fundraisers Association in New York City. Currently, Sullivan serves on the Editorial Board of *Fundraising Success Magazine*.

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