

For Immediate Release

Sherene Kelly Joins Staff of National Fundraising Lists

Company adds depth of services for growing staff with seasoned sales director and list expert

Bowie, MD, June 7, 2010 — National Fundraising Lists (NFL), a division of CDR Fundraising Group, an industry leader in integrated fundraising and marketing for nonprofits, is pleased to announce that Sherene Kelly has joined its staff as national sales director. Previously, Kelly was sales director at Names in the News, a California-based list company.

As national sales director, Kelly will use her extensive background in sales and list management to secure new list business for NFL and assist the company's staff in increasing their current clients' list rental income.

"Sherene is a welcome addition to our staff," said Geoff Peters, president and CEO of CDR Fundraising Group. "She brings tremendous talent to our group of list professionals and will be an asset to our current clients by helping them earn more income for their important programs."

Kelly has 15 years of list industry experience and has focused primarily on fundraising for the last 5 years. She has managed premier nonprofit clients such as CARE, U.S. Fund for UNICEF and Sierra Club.

"I am delighted to join NFL and be a part of this exciting team," said Kelly. "It's an honor to work with this growing company, who is a leader in the nonprofit community. I look forward to helping them raise more money for their clients using new and innovative techniques."

About National Fundraising Lists

NFL has over 20 years experience in the list business and has grown as the industry has evolved. NFL performs a variety of client-oriented services, ranging from list management and list brokerage to detailed reporting in every aspect of account management. NFL manages 20 national lists containing more than 4.5 million active donors. Annually, NFL rents or exchanges over 100 million names with clients including Mothers Against Drunk Driving, Marine Toys for Tots Foundation, National Cancer Coalition, Vietnam Veterans Memorial Fund, Wounded Warrior Project and National Humane Education Society.

About CDR Fundraising Group

CDR Fundraising Group (www.cdrfg.com) is an employee-owned corporation based in Bowie, Maryland, with more than 25 years servicing the nonprofit community. The company 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, public relations, major-donor strategy and organizational-development consulting.

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