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**For Immediate Release**

## **CDR Fundraising Group wins contract to do fundraising for Christian Appalachian Project**

**BOWIE, MD** – CDR Fundraising Group is pleased to announce that the company will be partnering with Christian Appalachian Project on an integrated direct mail and online marketing and fundraising program on a national basis, as well as some corporate, foundation and major donor fundraising for a CAP project effective September 1, 2009.

Geoffrey Peters, President and CEO of CDR Fundraising Group, remarked, “CAP was one of CDR’s first clients back when the company was founded by Ray Grace in 1982. We are delighted to be working with them again. CAP serves people in need throughout Appalachia by providing physical, spiritual and emotional support. The organization has built a mature and sophisticated fundraising program to invite people to help them fulfill their mission by contributing time and money. It is our honor to be CAP’s partner in strategy and execution of an integrated direct-mail and online fundraising program. In addition to their charitable fundraising activities, CAP has a gift catalog and a merchandising catalog program that is experiencing double-digit growth even in this economy. We look forward to helping them expand their market.”

CDR Fundraising Group won the contract after a highly competitive procurement process.

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

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