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July 31, 2009

For Immediate Release

CDR Fundraising Group recognized for innovative and integrated marketing excellence, wins three industry awards

BOWIE, MD – CDR Fundraising Group (CDR) is proud to announce that they received three Marketing Award for Excellence & Innovation (MAXI) awards at the Direct Marketing Association of Washington's (DMAW) annual reception last week in Washington, D.C.

CDR Fundraising Group won a Gold MAXI for an integrated Membership Card campaign created for Wounded Warrior Project (WWP), a nonprofit that serves severely injured veterans of the conflicts in Afghanistan and Iraq. This campaign sets a leading example for the industry by demonstrating how multiple fundraising communications channels can be successfully blended to generate more donations. "This award shows how deeply dedicated we are to finding new ways to integrate our clients' fundraising channels so that they may continue to raise money for their missions and philanthropic good works," said Mikaela King, director of Online Marketing for CDR.

The company was also awarded a Silver MAXI for its Purple Heart Stamp campaign for WWP. The live stamp strategy was designed to increase donors' renewal rates through emphasizing the importance of Veterans Day and the Purple Heart medal. This winning campaign allowed WWP to reinforce its donor file, strengthen its message and raise money to further assist veterans.

CDR was also recognized with a Silver MAXI for its Commanders Club certificate package created for Disabled American Veterans (DAV). This highly personalized Commanders Club package presented donors with a framed certificate of appreciation and handwritten letters to let donors know they are part of an exclusive DAV group of supporters. Its success cultivated stronger donor relations and generated thousands of dollars to help DAV fulfill its mission to build better lives and advocate for this nation's disabled veterans and their families.

"CDR is honored to serve both of these distinguished veterans groups. WWP and DAV are widely recognized for their dedication to veterans and we are proud to partner with them and to fulfill their fundraising goals and missions," said Geoff Peters, President and CEO of CDR.

CDR Fundraising Group (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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