Network for Good Announces Partnership with Constant Contact to Benefit Nonprofits

Partnership offers nonprofit organizations the most effective and affordable online donation service with an integrated email marketing tool to build stronger donor relationships

oday, Network for Good, the leading provider of digital fundraising tools for small- to medium-sized nonprofits, announced a technology partnership with Constant Contact®, Inc. (NASDAQ: CTCT) to offer nonprofits a seamless integration between DonateNow, Network for Good's easy and affordable online fundraising tool, and Constant Contact's email marketing tool. The new integration brings two critical tools together to give nonprofits a one-stop shop for creating, promoting, and managing fundraising campaigns.

"I'm excited to offer DonateNow with Constant Contact," said Bill Strathmann, CEO of Network for Good. "Now we can bring this integrated service to nonprofits who deserve best-of-breed technology for their causes."

Combining DonateNow's online fundraising best practices with Constant Contact's email marketing tool and expertise lets nonprofits easily connect with their supporters and inspire recurring giving. The integration will provide seamless contact management between the two tools. Donors can now join a nonprofit's Constant Contact email list right from the DonateNow donation page and nonprofits can create segmented email lists based on their different DonateNow pages and sync them directly to Constant Contact.

Made possible through Constant Contact's AppConnect® Program and Development Platform, which includes easy-to-use, open APIs that help developers quickly create and market meaningful third-party applications, the integration also gives nonprofits access to Constant Contact's full set of email services, including free award-winning support, personalized coaching, and analytical tools to measure campaign results.

"We look for integration partners who bring real value to our customers. Given that we work with more than 100,000 nonprofits, Network for Good's commitment to nonprofit success coupled with its DonateNow tool and focus on best practices made it an obvious fit with Constant Contact," said Joel Hughes, senior vice president, strategy and emerging businesses, Constant Contact. "We're confident that by combining online fundraising and email marketing, our nonprofit customers will be able to create even more efficient and effective fundraising campaigns."

"Constant Contact's email marketing and DonateNow are two of the most essential tools we have for fundraising," said Jennifer Hartwell, associate director of volunteers and communications at Hearth, a Boston-area nonprofit dedicated to ending elder homelessness. "I love that this integration will let donors join our Constant Contact mailing lists directly from our DonateNow donation pages. This will go a long way in helping us grow our mailing lists. Plus, being able to sync our donor lists from DonateNow to Constant Contact will help us send targeted marketing messages that we feel resonate with our supporters. For an organization with limited time and resources, this integration is incredibly meaningful."

To learn more about this or other integrations with Constant Contact's online marketing tools, please visit the Constant Contact Marketplace: http://marketplace.constantcontact.com/

About Network for Good

Network for Good is a social enterprise that empowers nonprofits and corporate partners with the tools and training they need to unleash generosity and advance good causes. Since 2001, Network for Good has helped over 100,000 nonprofits raise more than $875 million in online donations. To learn more about how nonprofits are raising more money with DonateNow and Network for Good's other online fundraising tools, please visit www.networkforgood.org/npo or call 1-888-284-7978, option 1.

About Constant Contact

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits, and associations worldwide use the company's online marketing tools to generate new customers,

repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching, and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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