Network for Good announces results of the N4G Gives campaign to power small nonprofits on #GivingTuesday: Over $4.5M raised, total donation volume up 148% over 2013

Campaign raised $4,582,194 from 33,546 donors across all Network for Good platform channels, and provided $125,000 in challenge grants from the Generosity Fund and Constant Contact.

Network for Good, together with its campaign partner, Constant Contact®, Inc. (NASDAQ: CTCT), announced today the results of its N4G Gives Campaign for #GivingTuesday. Over 27 hours (through midnight Pacific time), 2,359 nonprofits received $2,693,353 in donations on DonateNow, the core Network for Good online fundraising platform, in a show of inspiring generosity. Across all of Network for Good's platforms and partners, more than $4,582,194 of donations were processed. Donation volume was up 195% on DonateNow and 148% across all channels.

> *"We know that this is a critically important time of year for nonprofits, with more than 30 percent of charitable giving taking place during December"*

"We are so inspired by the generosity shown by tens of thousands of donors in support of organizations around the country that are providing food, shelter, education, opportunity and advocacy for those in need. The #GivingTuesday movement is rallying the world around giving during December, in a much needed antidote to the consumerism that was increasingly taking over the holiday season," said Jamie McDonald, Chief Giving Officer of Network for Good, and the organizer of the N4G Gives campaign.

N4G Gives was a focused campaign dedicated to unleashing generosity on #GivingTuesday 2014. Network for Good offered a combination of free and client-exclusive fundraising resources to arm nonprofits with expert guidance, along with the online donation software needed for a successful #GivingTuesday campaign. Nearly 13,000 nonprofits took advantage of these resources in the months leading up to #GivingTuesday.

Clients of the DonateNow online fundraising platform were eligible for a share of $125,000 in matching funds from the Network for Good Generosity Fund and the Constant Contact CARES program, based on how much money they raised online on #GivingTuesday. These customers also benefited from added visibility with Network for Good donors, as well as exclusive fundraising toolkits, expert webinars, specialized coaching, and communications resources from both Network for Good and Constant Contact.

"We know that this is a critically important time of year for nonprofits, with more than 30 percent of charitable giving taking place during December," said Christopher M. Litster, Senior Vice President of Sales and Marketing at Constant Contact. "By supporting the N4G Gives campaign, our goal was to empower nonprofits with the resources needed to make Giving Tuesday a success and help sustain their long term impact. We are impressed by the level of participation and look forward to seeing how these organizations leverage these resources in their communities."

About Network for Good®
Network for Good is the nation's largest online charitable giving platform. Network for Good brings unparalleled insight to digital fundraising and has helped 100,000 nonprofits raise more than one billion dollars with our fundraising software.

About Constant Contact®, Inc.

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

Constant Contact and the Constant Contact Logo are registered trademarks of Constant Contact, Inc. All Constant Contact product names and other brand names mentioned herein are trademarks or registered trademarks of Constant Contact, Inc. All other company and product names may be trademarks or service marks of their respective owners.

About #GivingTuesday
#GivingTuesday™ is a campaign to create a national day of giving at the start of the annual holiday season. It celebrates and encourages charitable activities that support nonprofit organizations. http://givingtuesday.org/

---

https://news.constantcontact.com/press-release-network-good-announces-results-n4g-gives-campaign-power-small-nonprofits-givingtuesday