

## FOR IMMEDIATE RELEASE

**For more information, please contact:**

Avi Fichman  
Director of Nonprofit Services  
703.265.6274  
[avi.fichman@networkforgood.org](mailto:avi.fichman@networkforgood.org)

Rachel DiGiovine  
Director of Marketing  
617.252.6406  
[rachel@cmarket.com](mailto:rachel@cmarket.com)

### **Network for Good Partners with cMarket to Encourage Adoption of Online Fundraising Auction Services for Nonprofits**

*Partnership brings new fundraising options and educational programs to nonprofit professionals raising money for charitable causes*

**CAMBRIDGE, MA and WASHINGTON, DC (May 19, 2005)** – Network for Good, one of the Internet's leading charitable resources, today announced a partnership with cMarket, Inc. the leading provider of online fundraising auction services, that will expand the fundraising and educational resources available to the thousands of nonprofit organizations already using its products and services.

Network for Good is a nonprofit organization that works to advance nonprofit adoption of the Internet as a tool for fundraising, volunteer recruitment and community engagement. Network for Good also connects individuals with their favorite charities via its Web site, [www.networkforgood.org](http://www.networkforgood.org) and through its partnerships with media and technology companies like AOL and Yahoo!. cMarket provides fundraising professionals at nonprofit organizations with online services that allow them to promote their causes, engage their constituents, build their donor base, provide value to corporate sponsors, and improve the results of their fundraising programs.

"Tens of thousands of nonprofits hold auctions and the vast majority could benefit from learning about and using cMarket. By educating nonprofits about cMarket's Online Auction services, we're offering our customers another easy and *proven* way to enhance their fundraising activities," said Ken Weber, President of Network for Good.

"An auction gives non-profits an additional reason to touch current and prospective donors over the course of the year and get them engaged in their cause," noted Jon Carson, CEO, cMarket. "More importantly, because the donor gets something in exchange for their contribution, an auction taps into the "consumption" side of the wallet, and effectively expands the potential giving pool."

To help Network for Good's nonprofit customers learn how best to use auctions in general and online auctions specifically, cMarket will provide an ongoing series of webinars on topics ranging from *Easy and Effective Ways to Get Catalog Items and Sponsors to Auction Best – and Worst-Practices*. The webinar schedule can be viewed at [www.cmarket.com/partner/nfg/](http://www.cmarket.com/partner/nfg/).

### **About Network for Good**

Network for Good ([www.networkforgood.org](http://www.networkforgood.org)) is one of the Internet's leading charitable resources, an easy-to-use Web site where individuals can connect with causes they care about by donating to more than one million nonprofit organizations and by choosing from among tens of thousands of volunteer opportunities. Network for Good also works directly with nonprofits to advance the adoption of the Internet as a tool for fundraising, volunteer recruitment and community engagement. Founded in 2001 by AOL, Cisco Systems and Yahoo!, Network for Good is an independent, 501(c)(3) nonprofit organization.

### **About cMarket, Inc.**

cMarket is the leading provider of online fundraising auction services to nonprofit organizations and corporations raising funds for worthy causes. By bringing the power of the Internet to the auction fundraising model, cMarket helps fundraisers build and protect their donor base, attract sponsors, promote their cause and improve their fundraising results through the use of online auctions. A member of Businesses for Social Responsibility, cMarket has worked with over 600 nonprofit organizations – from health and human services to faith-based organizations to education to the arts – and over 800 events, with 50% of new organizations joining cMarket in the last 90 days. For more information about cMarket, including current and recently concluded auctions, visit <http://www.cmarket.com>.