



Grassroots Giving Group, Inc.
Jeremy D. Sher, President

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Dear Nonprofit Fundraising Leader,

Chances are, you're already doing social fundraising. Whether they're selling tickets to your gala, raising matching funds for a challenge grant, or even running a bake sale—that's social fundraising, because people care enough about your cause to tell their friends. The reason this works, as we've found through experience, is **people give more, and they give more often, when they're asked to give by someone they know and trust.**

Grassroots Giving Group is a full-service social fundraising company. We produce social fundraising websites, and we're necessarily committed to our clients' success. *What makes us different is we don't just sell fundraising websites; we do what it takes to help you achieve mass fundraising success.*

Social fundraising is nothing new, but fundraising websites make it easier for people to ask their friends to get involved, by creating a personal fundraising webpage and asking friends to visit it. When these conversations get easier, they happen more often. That's how social fundraising produces the viral buzz that can take your fundraising to the next level.

When it comes to online social fundraising, we're *the only company* that:

- ◆ Can produce a fully branded fundraising website just for you—totally under your control, and resting on robust, time-tested software
- ◆ Lets supporters express their own charitable priorities, creating a fundraising page that features more than one cause—and in the process, giving you a chance to highlight your organization's activities
- ◆ Is serious about your success, bringing together engagement teams to complement our skills with the firepower of marketers, designers and fundraising professionals to create social fundraising strategies that will work for your organization.

That's why we call ourselves a *full-service social fundraising company*. Our system is more than just the world's best social fundraising software. It's a serious commitment to your success. To find out more, visit our website at grassrootsgivinggroup.com and sign up to begin. There's no better time than now to get started. On behalf of everyone at GGG, I look forward to working with you!

Sincerely,

Jeremy D. Sher
President, Grassroots Giving Group, Inc.