

Online Fundraising Software Provider Click & Pledge to Partner with MailChimp

Click & Pledge, a software service provider for online financial transactions, announced a joint integration program with MailChimp, a leading provider of email marketing services.

September 24, 2009 (FPRC) -- Roanoke, VA, September 22, 2009 – Click & Pledge, a software service provider for online financial transactions, announced a joint integration program with MailChimp, a leading provider of email marketing services.

The new software integration program is designed to offer customers of both companies with discounted pricing options and access to key online communication products and fundraising marketing and sales tools.

Kami Razvan, chief executive officer of Click & Pledge, said "the marketing partnership will provide our customers, and particularly our nonprofit customers, with access to an email service provider that offers a comprehensive package of services at a great value. MailChimp offers sophisticated features like advanced tracking, reporting, and list segmentation at highly competitive prices."

Razvan said that "the combination of Click & Pledge's online fundraising software and payment system with MailChimp's extremely powerful email newsletter tools creates a complimentary package of services that allows customers to hit the ground running with email marketing products that are easy to use, yet powerful and effective." Additionally, he said, "we think MailChimp is a fun Company that delivers on their claims and delivers in customer support."

"We are pleased to have this great integration to offer our users, especially those in the nonprofit and political arenas," said Ben Chestnut, Co-Founder of MailChimp. "Both MailChimp and Click & Pledge aim to give customers access to the best and most useful tools for their needs. This is an example of an integration that allows us both to do just that," he added.

The big benefit to developers is easy integration. Developers can integrate Click & Pledge, MailChimp and platforms like Salesforce.com without learning or writing any code. Razvan explains that "by adding the MailChimp user ID and password to a Click & Pledge account, patrons may opt-in and subscribe to any of the MailChimp mailing lists while making an online donation or payment. The service is all encompassing; developers must only pass one parameter and the system integrates all applications."

Customer benefits that result from this collaboration include the following:

- Preferred price discounts
- Easy integration of MailChimp by simply adding a password and userid
- Easy subscription to any newsletters or email from forms
- Easy opt-in by any donor or customer to organizations' online newsletters or email
- API access

Both Companies have taken a similar strategic approach to growth; they both offer products and services that satisfy the needs of tiny startups to large global corporations. Each Company delivers powerful yet easy-to-use web products at a great value and place a high premium on customer support. Moreover, the two Companies also support open API platforms that allow easy integration into most any online systems and web applications.

Mr. Razvan said that "nonprofit organizations and political campaigns are excellent candidates for these services. They have a great need to communicate, interact and accept donations online from their constituents. MailChimp and Click & Pledge provide solutions that make sense."

About Click & Pledge:

The Company provides software-as-a-service to enable nonprofits and similar organizations to be effective and efficient in online fundraising. Located in Blacksburg, VA, the Company serves over 9,000 customers in 45 countries. To find out more, call (540) 961-9811 or visit <http://clickandpledge.com>.

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