

## FOR IMMEDIATE RELEASE

### Non Profit Fundraising: Finding Funds Fast In Challenging Economic Times

*With non profit organizations already stretched to their limits, the current economic climate puts additional pressure on organizations that millions rely on for food, shelter and other basic needs. A new, cost-effective resource is available to help organizations become more innovative and focus their fundraising efforts.*

Washington, D.C. July 17, 2008 – Non Profit organizations, NGOs (Non-Governmental Organizations) and other charitable organizations seem to be in constant need of raising funds. And, in challenging economic times, the pressure to find funding – and quickly – increases. Overwhelmed and without resources, non profit professionals often are not sure where to turn.

One recently-released training program – the Nonprofit Super Series: We Need Funds NOW! ([www.WeNeedFundsNow.com](http://www.WeNeedFundsNow.com)) – is just the resource for many non profits who are ready to be proactive about their funding situation and are looking for real, practical guidance and results.

“Non Profit fundraising and development definitely takes concentrated energy and effort – there aren’t any ‘get-rich-quick’ methods. At the same time, there ARE ways to be much more effective quickly” says Kristy Hall, a non profit speaker and consultant who created the program.

Hall interviewed experts in Corporate Nonprofit Partnerships, Internet Marketing, Joint Ventures, Copywriting and Fundraising, including the Vice President of a global nonprofit who raises over 250 million dollars a year. She presented them with the following (somewhat extreme) scenario:

- You are the leader of a non profit organization with a budget between \$0 and \$1M
- You need a better website to draw in more donors and volunteers
- You need a more active board to further your cause
- You have 2 paid staff members and a marketing budget of zero
- You need \$20,000 in the next 30 days or your mission, your cause, your organization are in jeopardy
- What do you do?

The result was over 7 hours of audio and video and 25 page Resource Guide with strategies, techniques and tips to get real results.

“This program is cutting-edge fundraising training designed for non profit organizations that want to make a difference in our world as fast as possible. And, it’s for people who are ready to take action” Hall says.

Although Hall’s product has somewhat of a different look and feel compared to the “traditional” fundraising training, the principles are sound. She and her experts challenge organizations to think beyond ordinary approaches and place significant emphasis on relationships – with individuals, corporations and other non profits.

To find out more information about the Nonprofit Super Series: We Need Funds NOW! download the Free Report “**7 Secrets Every Nonprofit Should Know To Find Funds Fast.**”  
<http://www.weneedfundsnow.com/freereport.html>

#### About Kristy Hall

**KRISTY HALL** is the President of Universal Synergy Group, LLC, which helps nonprofit organizations and NGOs across the globe accomplish their mission. As an inspiring leader and in-demand speaker,

trainer and coach, Kristy has helped hundreds of leaders and organizations around the world more effectively and efficiently raise funds and execute their vision. Recently, Kristy has been a featured speaker at the 2008 Global Engagement Summit at Northwestern University in Chicago and at the 2008 Nonprofit Congress in Washington, D.C.

Kristy's products and presentations on nonprofit leadership, advocacy, fundraising, and board development have made her an in-demand and innovative expert in the nonprofit world. Kristy is the creator of the Nonprofit Super Series, a cutting-edge audio and video training series. The first program is the highly-acclaimed **Nonprofit Super Series: We Need Funds NOW!** ([www.WeNeedFundsNow.com](http://www.WeNeedFundsNow.com)) - an extensive training program on fundraising & development. It provides specific strategies from top experts in Corporate Nonprofit Partnerships, Internet Marketing, Copywriting and a Major Nonprofit.

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[www.WeNeedFundsNow.com](http://www.WeNeedFundsNow.com)

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