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**UNITED WAY IS AMONG NONPROFITS SUCCESSFULLY USING FLIMP
VIDEO EMAIL SOLUTIONS FOR EVENT MARKETING AND FUNDRAISING**
Emotional Connection of Video Increases Event Attendance and Donations

HOPKINTON, MA (February 2, 2010) -- The power of online video combined with targeted email communications is transforming the way nonprofit organizations approach and measure their marketing campaigns. The United Way increased attendance and donations at a Boston Women's Leadership Fundraising Breakfast in October by distributing a compelling [video email invitation](#) produced with the [Flimp](#) video marketing platform and distributed using Constant Contact. "We saved over \$9,000 in print and mailing costs and had one of the most successful events in our history," explained Alicia Canady, United Way Program Director. "Going 100 percent digital and using video was a real win for us."

The United Way exemplifies the growing trend of nonprofits using new technologies like Flimp®, which stands for Flash Interactive Marketing Platform, to create an emotional connection with potential supporters that delivers measurable response. Organizations like Give Us Your Poor sold more tickets to a concert by featuring video clips of performers including Natalie Merchant and increased direct donations using a compelling [video message from Danny Glover](#). [Hands on Disaster Response](#) saw click through rates increase from 10 percent with an static email newsletter to more than 40 percent using Flimp's video email marketing solution featuring a powerful montage of disaster relief images and messaging.

The simplicity and ease of use of the Flimp drag and drop creative tools allow non-technical marketers at nonprofit organizations to create powerful flash video microsites and landing pages without programming that track detailed viewer engagement data. "If you want to be able to use your video in a direct marketing capacity and also obtain performance metrics by email address, video sharing sites are not a viable option," said HODR's Andrew Kerr. "The tracking statistics provided by the Flimp reporting were an essential part of our campaign."

Flimp's growing popularity with the nonprofit space has been enhanced by recent new service offerings including low cost video production, video landing page design and integration

with many Email Service Providers including ExacTarget, Constant Contact, Blackbaud, Convio, Salsa, iContact and Emma.

“The power of a video message for fundraising is indisputable – whether it’s watching a baseball superstar like [Kevin Youkilis](#) helping disadvantaged children or listening to a moving commencement speech – and then asking viewers to support the cause,” explains Flimp CEO Wayne Wall. “Video landing pages create emotional engagement and provide simple calls to action, like buying tickets, making a donation or forwarding to a friend.”

Wall is on a mission to make online video and rich media the new norm for email and paid search marketing. With interactive marketing budgets expected to represent 21 percent of the U.S. marketing spend by 2014, there is a growing need to simplify the process for creating rich media microsites, landing pages and sales collateral with viewer tracking and reporting.

“The old definition of ‘interactive’ does not apply to the new world of Intelligent Digital Collateral. Video is ‘engaging’ but inherently lacks calls to action,” Wall explained. “the ability to combine rich, engaging content with targeted distribution and real time, actionable analytics without programming is an important breakthrough for direct marketers and sales organizations.”

About Flimp Media, Inc.,

Flimp Media develops on-demand solutions for video marketing, communications and sales that enable non-technical users to quickly create, distribute, track and measure video landing pages, video sales brochures and video email communications without programming or IT resources. Flimp Media also offers clients affordable video production, analytics and landing page design services. **For more information on video production or Flimp subscription services or to view a portfolio of examples and case studies, visit www.flimp.net.**