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MY BROTHER'S KEEPER SELECTS INDIGO DIRECT GROUP FOR MARKETING AGENCY

(Baltimore, MD – August 9, 2010)

My Brother's Keeper, a non-profit organization providing meals and social services to the Irvington community in West Baltimore, announced this week the selection of Indigo Direct Group as its marketing agency of record.

The awarding of the account marks a major milestone in the development of the 30-year old ministry as it seeks to make better use of technology to promote its mission. In choosing Indigo Direct Group, the non-profit awarded responsibility for database management and donor cultivation, website redesign, social media marketing and email campaign development. The new website, www.MyBrothersKeeperBaltimore.org, was recently launched as the first phase of online development.

"My Brother's Keeper needed an online presence that represents the value and quality of the services we provide to the community," said Danise Jones-Dorsey, executive director. "The new website does that, and more. It not only informs, but inspires others about our mission and invites their participation in the good works that we do."

The organization's move to the online space parallels its recent change of physical space. In June 2006, My Brother's Keeper moved from a small storefront on Frederick Road to its current location across Augusta Avenue in the \$1.6 million J.P. Blase Cooke Center, named for its late benefactor, the former president of Harkins Builders.

"That move to the better facility allowed them to significantly improve the quality of their food service and social services. Now this online development reflects that change, and will likewise change the way they do business. Through the new website and social media, we're allowing them to deepen relationships and secure additional grants," said Brent Hartley, chief operating officer at Indigo Direct Group. "Given the declining trends in donor support, we felt it was critical to give My Brother's Keeper the tools it would need to engage a more diverse and plugged-in set of donors for future growth."

The online media campaign planned for My Brother's Keeper includes communications on social networking and online sharing sites like Facebook, Twitter, LinkedIn, Flickr and YouTube.

For the database management component, the agency is helping My Brother's Keeper adopt DonorPro software from Pittsburgh-based Tower Technologies.

The website launch coincided with the celebration of the non-profit's 30th year, during which Fr. Michael Murphy, chairman of the board at My Brother's Keeper, set the goal of paying off the debt of the new building through a mortgage burning campaign.

Established in 1980 by area church leaders, My Brother's Keeper serves upwards of 18,000 meals per year and provides a full range of social services to residents of Irvington. Its mission is to counteract the effects of poverty through its meal service and by helping guests connect with established services. More information is available through the website – www.MyBrothersKeeperBaltimore.org.



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Indigo Direct Group collaborates on marketing strategy, creative execution and back-end analytics with companies and organizations looking to generate responses and leads, identify new markets, grow revenue, and gain market share. Clients and prospects represent industries ranging from hospitality to technology to business services. The company has offices in Ellicott City, Columbia and Baltimore, Maryland. For more information, visit www.IndigoDirectGroup.com.

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