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For Immediate Release

ACTOFGOOD CELEBRATES ITS FIRST MILESTONE

The social networking site welcomes its 100th Charitable Organization

(Chicago IL, August 2009) ActofGood.org, a Chicago-based social networking platform dedicated to helping the non-profit sector enter the digital age of “doing good,” welcomes its 100th charitable organization, only three months after its launch with twenty five charities.

As ActofGood celebrates its 100th registered cause, the site is continuing to expand. Registered causes are not only growing in number, they are also utilizing ActofGood’s functionalities to grow their organizations. Although ActofGood is relatively new to the social networking scene, non-profits have already organized events, attracted volunteers and communicated with their supporters on a more interactive level.

ActofGood’s founders Michael Farah and David Ruttenberg created the website after realizing the need for an online presence devoted to the charitable community. The pair filled this void by launching ActofGood, dedicated to fostering a greater level of philanthropic involvement between engaged citizens and the causes they care about.

ActofGood’s features are frequently updated to cater to the changing needs of charitable organizations in a modern, technologically-advanced and socially-conscious, business world. “Through their personalized cause pages, charities have access to a more streamlined, targeted version of social networking that generates greater awareness about the organization’s mission,” says Vice President of Marketing & Charity Relations Daniella Farber Schwartz. ActofGood’s paperless event management system helps transition organizations into a green society by allowing them to send invitations, sell tickets, accept donations, and generate tax receipts at the click of a mouse. Furthermore, at the center of the platform is an elaborate three-tier calendar system designed to keep members and potential cause supporters in the know about upcoming cause-related activities.

“While ActofGood is currently focused on Chicagoland organizations, the site is planning on expanding nationally soon,” states Marketing Manager Bari Anixter. Having reached the 100 cause milestone, ActofGood looks forward to helping the nation achieve a lifetime of great.

For more information on ActofGood, as well as a full list of registered causes, please visit www.actofgood.org.

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