



Friendlier Mobile Giving Payment Platform For Non-Profits Introduced by Click and Pledge

No Limit On Donation Amount, Low Credit Card Fees, Direct Deposit of Funds.

For Immediate Release

BLACKSBURG, Va./EWorldWire/May 20, 2010 --- Click & Pledge announced today a new mobile giving platform for nonprofits, political campaigns and similar organizations, according to Dr. Kami Razvan, chief executive officer of the Company.

In what the company describes as a "friendlier, less expensive and more efficient means to enabling mobile giving," the platform is available to all Click & Pledge customers. Razvan said the company's mobile giving service addresses many of the limitations that currently exist in mobile donation applications.

"Mobile giving is an exploding segment and we wanted to provide our customers with the best possible solutions," Razvan explained.

"We addressed ways to offer it less expensively, securely, and without limitations on donor information or payment amounts. Plus, we bypassed the phone carriers so that our customers access the money quickly and they capture complete information on the donor," Razvan said. "It's a real step forward."

The Click & Pledge mobile giving offers the following benefits:

- . There are no limitations on the amount of the donation or payment. Other systems limit payments to \$5 or \$10 on mobile applications.
- . Donor information is complete, captured and stored in a database.
- . Payments are received through standard credit cards, debit cards and e-checks...not through phone carriers.
- . Fast Deposit. Funds are directly deposited within 48 hours of payment.
- . The system is free to set up.
- . Fees are low: 4.5 percent plus .35 cents per transaction; much less than the customary 10 percent to 50 percent currently being charged.
- . Recurring payments are available.

Nonprofits are always searching for new and young donors, according to the company. "Our mobile platform and applications take away all of the barriers to using this technology and is very attractive to young, philanthropic-minded patrons," Razvan said. "The coolness factor is in play. It really opens up the communication channels with the young demographic."

About Click & Pledge

The company provides software-as-a-service (SaaS) 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 [ClickandPledge.com](http://www.ClickandPledge.com) ('<http://www.ClickandPledge.com>').

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SOURCE: Click & Pledge