

COMMUNITY ANALYTICS TO PRESENT AT 2nd ANNUAL GIVING CIRCLE WORKSHOP

Chief Executive to Show Attendees How to Grow Giving Circles with Social Networks

BALTIMORE (June 2008) – The Association of Baltimore Area Grantmakers (ABAG), in partnership with the Forum of Regional Associations of Grantmakers and the Regional Giving Circle Planning Committee, will be hosting the 2008 GivingCircleConnector Workshop on June 25th in Baltimore, Maryland. The workshop, designed for donors and professional staff of existing giving circle leaders, offers attendees a chance to learn about a variety of issues important to the region's giving circle community.

Asked to present at the 2nd Annual Giving Circle Workshop was Community Analytics' CEO, Myra Norton. Her presentation, appropriately titled, "Growing Giving Circles through Social Networks," will provide an overview of social networks and their significance, an analysis of the social networks that exist among participants, and observations on how social networks are relevant to giving circles. With this, participants will return to their giving circles with specific tips and tools on how to leverage the circle's social networks in ways that both increase member retention and boost member acquisition.

"With all the wonderful work these giving circle leaders do for their communities, it is a great honor to be able to help them with new methods to increase giving and expand their networks in dynamic and effective ways," says Norton.

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About GivingCircleConnector:

The GivingCircleConnector is an effort of the Association of Baltimore Area Grantmakers, the region's premier resource on philanthropy, dedicated to providing information for and about giving circles in the Greater Baltimore/Washington region. ABAG members include representatives of more than 120 private foundations and corporations with strategic, ongoing grantmaking programs.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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