



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Catholic Medical Mission Board Selects Further As Agency of Record For Digital Fundraising

Annapolis, MD – Further has been selected by Catholic Medical Mission Board (CMMB) as its new Agency of Record for digital fundraising effective January 1, 2020.

CMMB has been dedicated to helping the poor and those marginalized in society for over 100 years. CMMB's faith-based mission of service is focused on working in partnership in some of the most remote corners of the world to deliver locally sustainable, quality health solutions to women, children and their communities.

Further is a leading digital agency focused on helping nonprofits strategically navigate the complexities of online fundraising and donor engagement. The company was founded on the philosophy of being *Driven by Data, Powered by People™* and works with clients to achieve scale and efficiency across the digital landscape for both fundraising and advocacy.

“Further’s expertise in direct response digital fundraising and their data-driven approach make them the ideal partner to help grow and optimize our digital fundraising program. They’ve successfully tackled the challenges we face for some of our peers and that track record gives us confidence” said John Mix, Vice President, Marketing and Communications, CMMB.



“This is a natural fit for Further given our expertise in both the Catholic sector and with international relief and development organizations. It’s always exciting to help new organizations grow their file and expand their awareness and fundraising to new audiences. We are thrilled to have the opportunity to partner with CMMB” said Patrick Frame, Principal, Further.

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