



For Immediate Release

Contact Info: Ginny Z. Berson  
(510) 551-8200 ext. 305

## **New Fundraising Support for Community Stations: DEI and the National Federation of Community Broadcasters Announce New Collaboration**

The National Federation of Community Broadcasters and DEI (Development Exchange) announced a new collaboration that will provide enhanced development expertise to members of NFCB. As a result of the collaboration, NFCB stations now have access to a special DEI-created development content website. The new site and related services are called NFCB/DEI-Lite.

NFCB members have access to a selection of research, tutorials, articles, templates, letters, and scripts chosen specifically for this program. NFCB member stations can access the NFCB/DEI-Lite materials from links available through the NFCB website and from the homepage of DEI's website [www.deiworksite.org](http://www.deiworksite.org).

In announcing the new collaboration, DEI President Doug Eichten said, "During these challenging financial times, it's important for national organizations to work together for the betterment of public radio. Carol Pierson and all the folks at NFCB do great work on behalf of their member stations. Our hope is that this program will provide NFCB members with more comprehensive fundraising materials that, when implemented, will have a positive impact on the financial health of the station."

NFCB's Carol Pierson added, "We are delighted to enhance the services that we provide our members. This allows us to offer our members some of the excellent resources that DEI provides. We are pleased that this collaboration will extend the use of materials that DEI has developed through their extensive research and expertise in the field. This is an opportunity to help NFCB members during this difficult economic time and introduce them to powerful tools that Doug Eichten and his crew have developed."

This special collaboration is not a duplication of DEI membership, but a subset of DEI's current member benefits. This special arrangement with NFCB provides a tailored set of tools, and is not meant to replace general membership in DEI. Any NFCB member that would like to join DEI and access the full suite of member benefits can contact June Fox for more details.

The NFCB/DEI-Lite partnership officially began on July 1, 2009, and is fully available for use. In addition, all NFCB member stations are welcome to attend DEI's Public Radio Development and Marketing Conference (PRDMC) at the member rate. The PRDMC is scheduled for July 8-10 in San Diego, CA.

Based in Minneapolis, DEI is public radio's fundraising and marketing service organization. Serving over 270 member stations, DEI provides

- electronic and telephone advisory services in all areas of fundraising and marketing
- access to the monthly eREPORT and the DEI web site, which provides news, information, and materials to assist stations in their fundraising needs
- the annual Public Radio Development and Marketing Conference (PRDMC)
- active leadership in issue-oriented discussions affecting public radio stations

DEI has an established reputation as a collaborative organization without hidden or private agendas. DEI is dedicated to the success of public radio stations.

The National Federation of Community Broadcasters is an alliance of stations, producers, and others committed to Community Radio. NFCB advocates for national public policy, funding, recognition, and resources on behalf of its membership, while providing services to empower and strengthen community broadcasters through the core values of localism, diversity and public service.

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