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FOR IMMEDIATE RELEASE

RuffaloCODY Selected by the National Committee on Planned Giving To Conduct Membership Calling Program

Cedar Rapids, IA (April 27, 2006) - RuffaloCODY, nationwide leaders in providing telephone programs and direct marketing strategies for nonprofit organizations, announced today that it has been selected by the National Committee on Planned Giving (NCPG) to conduct the NCPG's membership calling program. RuffaloCODY will assist NCPG by contacting members to encourage them to renew their NCPG membership.

"The number of electronic communications can be incredibly intense," says NCPG Director of Membership Barb Owens. "These days, it's almost become a full-time job sifting through e-mails. We want an additional avenue for breaking through the clutter and reaching our members. RuffaloCODY will function as an extension of the NCPG staff, helping us reach members using the good-old fashioned telephone."

The project will be headed by Tim Logan, ACFRE, Vice President of Planned Giving Services, and a member of the National Capital Gift Planning Council in Washington, DC. "This is a very exciting project for our entire Planned Giving team. We are committed to NCPG and are looking forward to talking with NCPG members to provide them with the latest information about the programs and learning opportunities available to them."

"We're very pleased to be able to contribute to NCPG in this way," RuffaloCODY President Duane Jasper said. "Connecting with NCPG members at this level ensures a strong NCPG for years to come."

RuffaloCODY is the leading provider of fundraising, membership, enrollment management and planned giving services and software for nonprofit organizations. More than 500 organizations, throughout the United States, Canada and the United Kingdom use RuffaloCODY products and consulting services. Founded in 1991 and headquartered in Cedar Rapids, Iowa, RuffaloCODY currently employs over 1500 people.

The National Committee on Planned Giving is the professional association for individuals whose work includes developing, marketing, and administering charitable planned gifts. NCPG individual members and more than 130 councils represent more than 10,000 nonprofit fundraisers, consultants, and donor advisors working in a variety of for-profit settings. The mission of NCPG is to increase the quality and quantity of charitable planned gifts by serving as the voice and professional resource for the gift planning community.

Visit www.ruffalocody.com/plannedgiving to learn more about the company.

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