



## FOR IMMEDIATE RELEASE:

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## MARKETING AGENCY TO GIVE AWAY FREE \$20,000 WEBSITE TO NONPROFIT

**Georgetown, Texas, October 28, 2019** -- Road Warrior Creative's 5<sup>th</sup> annual free nonprofit website contest is open and accepting nominations.

Since 2014, Road Warrior Creative has given away one free website each year to a U.S.-based 501(c)(3) nonprofit organization. Each website is custom designed and developed to meet the selected nonprofit's specific goals, and has an approximate retail value of up to \$20,000.

Having a modern, mobile-responsive website is key to nonprofit success, especially in regard to fundraising. Fidelity Charitable's 2016 *The Future of Philanthropy* report found that 27% of donors have changed giving practices due to technological advances making it easy to make small donations online or support charities from mobile devices. The Nonprofit Research Collaborative's (NRC) *Winter 2019 Nonprofit Fundraising Survey* found that dollars raised online increased 56% in the past year, however, the growth of online giving via websites has slowed significantly in comparison to prior years, and the NRC finds that smaller nonprofit organizations, with budgets of less than \$999,999, are consistently less likely to meet their fundraising goals.

Website design and functionality is increasingly important, yet countless organizations don't have the budget for custom website design or the ability to hire an expert web developer. These nonprofits work tirelessly to change the world for the better, but do not have a web presence that matches their local impact and efforts.

Road Warrior Creative is committed to helping nonprofit organizations build a professional online presence that helps spread their mission, get more volunteers, and secure funding. Year-round this commitment includes offering a 20% discount on all products and services to 501(c)(3) nonprofits and providing paid time off to Road Warrior Creative employees specifically for volunteering at nonprofits. Each year, the Road Warrior Creative team is excited to do more through their annual free nonprofit website giveaway.

Eligible nonprofit organizations can nominate themselves or be nominated by a community member at <https://roadwarriorcreative.com/2019giveaway>. The contest is open to nonprofit organizations based in the U.S. and that have 501(c)(3) nonprofit status. **Entrants must offer worthwhile opportunities for service, volunteering, or learning on a community level;** political candidates, government agencies, and organizations whose sole or primary purpose is to promote specific religious beliefs are not eligible. Public or charter schools are considered eligible Entrants for the purpose of this contest.



The deadline for nomination is Friday, November 15, 2019 at 11:59:59 PM CT. Nominees will be posted on Road Warrior Creative's Facebook page, and the final winner will be determined by votes from the public collected via Facebook through Friday, December 20, 2019 at 4:00:01 pm CT. Official contest rules may be found at <https://roadwarriorcreative.com/rules>.

Past winners include Fort Collins Montessori School, La Leche League of Massachusetts, Rhode Island, and Vermont, and The Jordan Foundation.

**About:**

Road Warrior Creative, LLC is a traveling digital marketing agency based in Georgetown, Texas that specializes in food brands, startups, and social good. Since 2009, Road Warrior Creative's team has worked with clients internationally to develop and amplify their brand story online, through the creation of innovative social media and search marketing campaigns, and compelling, optimized websites.

Road Warrior Creative's distributed team is located across the US and consists of website and online marketing experts who're enthusiastic about achieving results to help businesses and nonprofit organizations grow. Top clients include Colorado State University, Lean Startup, Lesbians Who Tech, and Tommy's Superfoods, among others. The company has been featured in Forbes, The Wall Street Journal, and CNBC, among other publications. Learn more about Road Warrior Creative at <https://roadwarriorcreative.com>, or get in touch by calling (512) 942-5858.

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