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BlueTree Marketing Online Auctions Are the Answer to Recession Fundraising

AVENTURA, FL, December 9, 2008 - In difficult financial times many nonprofit and charitable organizations fear for their survival. The sustainability of such organizations in a turbulent economy is at risk. However, there is a case to be made for continued philanthropy. It is imperative that nonprofits address their constituents' reluctance to support while adapting themselves to change.

South Florida based firm BlueTree Marketing has built upon a revolutionary idea in the world of nonprofit fundraising. Through the use of the Internet, BlueTree has conveniently facilitated the individual participation in fundraising.

BlueTree Marketing Corporation, www.BluetreeMarketing.com is a personalized auctioning application and service for nonprofit organizations and schools. BlueTree provides individual donors the ability to participate in fundraisers regardless of the donor's location.

Our formula, which provides nonprofits the most abundant available venue for exposure, also provides the greatest opportunity to maximize auction revenue. BlueTree has answered the concerns of cause-based organizations throughout the country that seek funding in this difficult time. We provide a unique fundraising opportunity that combines practical, proven fundraising methods with today's technology.

In its infancy, BlueTree foresaw the changing methods of fundraising in the nonprofit community and envisioned online auctions to be the next frontier.

The current economic state of our economy makes it clear that the nonprofit community must reinvent their fundraising methods. Moreover, the use of technology in fundraising just may hold promise for nonprofits' viability in difficult economic times as well as in the future.

About BlueTree Marketing.

BlueTree Marketing is the cost effective leader in online auction fundraising, BlueTree Marketing has designed an online auction solution specifically designed to meet the fundraising needs of schools and nonprofit organizations. Our online auctions create opportunities to increase revenue and awareness by reaching out to new donors and opening up fundraisers to a wider audience.

For more information about BlueTree Marketing, including current and recently concluded auctions, visit www.bluetreemarketing.com.