

Rowan Tree Foundation Named One of Constant Contact's 2012 All Stars

Rowan Tree Foundation recognized for achieving exemplary marketing results

PARKER, CO — March 12, 2013 – Rowan Tree Foundation, an nonprofit organization that provides bereavement support to families after the death of a child, has received the [2012 All Star Award](#) from [Constant Contact[®], Inc.](#), the trusted marketing advisor to more than half a million small organizations worldwide. Each year, Constant Contact bestows the All Star Award to a select group of businesses and nonprofits who are successfully leveraging online marketing tools to engage their customer base, and drive success for their organization. Rowan Tree Foundation's results ranked among the top 10% of Constant Contact's international customer base.

Rowan Tree Foundation is a 501(c)3 nonprofit organization powered by 100% volunteer staff whose mission is to provide ongoing support and resources for families who are coping with the devastating loss of a much-loved child. They offer online peer support forums, outreach services, memorial events, education, and awareness opportunities for families dealing with the loss of a child at any age.

Founder and Executive Director, Corinne O'Flynn said, "We're thrilled to be recognized by Constant Contact for achieving strong marketing results and connecting with our members. Constant Contact's tools have helped us manage everything from communication to events, streamlining our ability to stay in touch, organize our event registration, and keep our constituents informed. At RTF, connection to our members is everything. Awareness is key to what we do, and Constant Contact has been a reliable and affordable ally, especially as the challenges facing nonprofits continue to change with social media. We look forward to taking advantage of the innovations from Constant Contact to continue to develop these relationships in the year ahead."

Constant Contact customers using either the company's Email Marketing or EventSpot tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

- Level of engagement with email campaigns and events
- Open, bounce, and click-through rates
- Event registration rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"We're always delighted when small businesses and nonprofits are successful," said Gail Goodman, CEO of Constant Contact. "We're honored to recognize Rowan Tree Foundation as an All Star, and to be able to shine the spotlight on its achievements in 2012."

Rowan Tree Foundation
Because it's okay to talk about child loss.

FOR IMMEDIATE RELEASE



About Constant Contact®, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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