

## FOR IMMEDIATE RELEASE

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### **NextGen to Build Direct Mail Program for IAVA**

BERWYN, Pa. – Next Generation Fundraising, Inc. (NextGen), the Berwyn, Pa.-based direct marketing and consulting agency has been selected by Iraq Afghanistan Veterans of America (IAVA) to help launch a direct mail program in support of the organization’s fundraising efforts.

IAVA is a premier veterans advocacy and support organization, uniting and empowering over 400,000 veterans and allies worldwide through programs that fight for veterans and the benefits they have earned, and help veterans transition from combat and active-duty service to civilian life.

“For me, as a veteran who also comes from a family of veterans, IAVA’s work is so critical in support of those who have served and supported our nation,” said NextGen CEO Tim O’leary. “We’re proud to be aligned with such an amazing organization and are excited to get down to work to support their commitment to the veterans community.”

With offices in Philadelphia and San Francisco, NextGen is the premier provider of direct response marketing and strategic fundraising services to mid-sized and regional nonprofit organizations. As a catalyst for change, NextGen helps its clients better connect with their supporters so they may raise the money necessary to deliver on their important missions. NextGen works with organizations in conservation, higher education, Veterans affairs, public media, human welfare, arts and culture, animal shelters, and more.

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