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**Constellation
Data Partners**

New Firm Links Data Service with Advocacy, Fund-Raising, Voter Outreach Strategies:
Constellation Data Partners

Minneapolis, MN, July 15, 2008 - A new partnership unites key players in the field of data services to nonprofits and other community-based and national advocacy organizations. **Constellation Data Partners** brings together proven experts in donor cultivation and tracking, activist messaging, list enhancement and expansion, grassroots and direct lobbying, and voter targeting to address the needs of a diverse client base.

The venture's launch responds to increased demands from local, state, and national leaders for reliable and affordable service combining strategy and tools for organizational growth and ongoing political impact.

"We listen to our clients," said Chris Hanson, president of thedatabank, inc. and a core member of the partnership. "They want integrated solutions to the challenges of managing data, targeting their message, moving constituents to act and vote, and measuring the impact of their programs. But they don't have surplus money to spend. So we brought together experts, proven and trusted in the field, to join forces and put tools within their reach to meet their needs."

In addition to theDataBank, a firm based in Minneapolis and specializing in database management and communications for a range of clients, partners in Constellation include:

*Progressive Victory, based in Washington, D.C., a leader in data strategy for advocacy organizations, coalitions, and campaigns;

*Voter Contact Services, based in Palo Alto, Calif., and Honolulu, a pioneering developer and independent provider of state and nationwide voter files and voter lists for a range of clients; and

*Astro Data Services, based in Corvallis, Ore, an expert in database-matching and list access for organizations, coalitions, and campaigns.

"Nonprofit leaders and state and national coalitions increasingly grasp the potential to build long-term power from linking their issue advocacy, nonpartisan election turnout

efforts, and donor cultivation," said Hans Johnson, President of Progressive Victory. "For them and for us, the desire for affordable tools that work together to empower organizations goes hand in hand with the goal of fuller participation in elections and a fairer society."

Combining fluency and campaign knowledge from nearly every state, territory, and metropolitan area, the four entities bring a combined total of 60 years' business experience to the partnership. They also bring together a broad understanding of the goals, governance structures, and funding strategies of major protagonists in progressive politics, including foundations, socially responsible business, religious and interfaith organizations, and labor.

Constellation is poised to strengthen clients' efforts in individual donor and civic-engagement programs, as well as in the enhancement and expansion of their databases and their strategic collaborations.

Despite the generosity and clout of large institutional players, most nonprofit organizations and coalitions rely heavily on individual donors and activists to drive their advocacy. In 2006, five out of six dollars in domestic philanthropic giving, or about \$246 billion of \$295 billion contributed to charitable causes, came from individual donations.

Givers of all types today place a greater premium on efficiency and collaboration, among organizations and coalitions, to achieve mission-critical legislative and political goals. The partnership possesses tools uniquely tailored to helping organizations coordinate resources without hassle and to measure the impact of their collaborations.

For more information about Constellation Data Partners, go to www.constellationdatapartners.com.

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