



CONTACT NAME: Courtney Dunn
PHONE: 301-459-2020
EMAIL ADDRESS: cdunn@voaches.org

For Immediate Release

Volunteers of America Chesapeake Creates Innovative Video Campaign to Increase Support for Non-Profit's Busiest Time of Year

*Video Campaign Targets Donors with Courtney's Quest: 15 Days of Giving!;
Educational Component Teaches Donors about Work of Human Services Organization*

Lanham, MD – (December 16, 2010) – As a human services organization, serving more than 9,000 individuals through its 26 facilities, Volunteers of America Chesapeake faces the challenge of many non-profits of how to reach donors in a unique way during the busiest time of year – the winter holiday and year-end-giving season. To answer the challenge, the non-profit is launching ***Courtney's Quest: 15 Days of Giving!*** Dec. 17 on its website, www.VOAchesapeake.org. The video campaign will run through Dec. 31.

No other time in the last 80 years has the demand for the non-profit's services to the homeless, mentally ill, individuals with intellectual disabilities, aging and those in need of affordable housing, community corrections and substance abuse treatment services been so great. In order to educate past and potential donors of this incredible need, Volunteers of America Chesapeake's **Courtney Dunn** – the current communications manager and former reporter for a local NBC affiliate – traveled throughout the non-profit's region – from Baltimore to Woodbridge, Va., – on a quest to find a variety of creative, meaningful ways individuals can donate this holiday season.

Dunn produced 15 videos, one to air each day on www.VOAchesapeake.org, beginning Friday, Dec. 17 and running through New Year's Eve. The video concept is not unique to non-profit websites, but what makes this campaign one-of-a-kind is the way it takes the viewer "behind the scenes" of Volunteers of America Chesapeake's services, showing potential donors how their donations will truly help and make a direct immediate impact.

"These videos do more than ask for a donation," said **Jan Kary**, Vice President of Development/External Affairs for Volunteers of America Chesapeake. "The idea behind the campaign is to virtually put people in the room where homeless families stay; take them on a tour of a home where individuals with intellectual disabilities live and the aerobics classes for senior citizens. Our goal is to show viewers first-hand where their money will go and how – whether large or small – their donation will make an immediate difference."

VOLUNTEERS OF AMERICA CHESAPEAKE

Volunteers of America Chesapeake, Inc. is a faith-based, non-profit organization whose mission is to inspire self-reliance, dignity and hope through human services. Founded in 1896 in Baltimore, MD, Volunteers of America Chesapeake is one of the first branches of Volunteers of America - one of the nation's largest and most comprehensive human services organizations. Through a dedicated and committed team of more than 600 staff and 2,000 volunteers and guided by its Core Values: Caring, Respect, Faith, Quality and Trust Volunteers of America Chesapeake helps more than 9,000 people each year at its 26 programs serving: the homeless, mentally ill, individuals with intellectual disabilities, the aging, those in need of affordable housing, those recovering from substance abuse and community corrections. For more information about Volunteers of America Chesapeake visit: www.VOAchesapeake.org

###