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## FOR IMMEDIATE RELEASE

### IzzeBiz Fundraising Announces Powerful Solution to Boost Fundraiser Income!

HOLLYWOOD, Fla. July 5, 2017 – IzzeBiz Fundraising, LLC is using a new “*Power-Up Your Fundraiser*” technology that will totally change the way fundraising is done today.

Slashed budgets and recent cutbacks now force non-profits and organizations to resort to more fundraising campaigns to fill the budget gap for a variety of services such as educational programs, expanding the arts, aid to veterans and many other important services through charitable giving. According to *Giving USA*, the annual summary of U.S. giving statistics produced by the Indiana University Lilly Family School of Philanthropy, charitable contributions in 2016 exceeded 390 billion dollars.

With fundraising already a multi-billion-dollar endeavor, and the fundraising industry needing to raise more funds now, than ever, Jeffrey Claypool, businessman and co-founder of IzzeBiz Fundraising, LLC set out to propel fundraising into the 21<sup>st</sup> Century by bringing this amazing new fundraising technology to help all not-profits raise a lot more money much easier and faster than ever before.

*The Power-Up Your Fundraiser technology uses a mix of GEO optimized Press Releases; Free Publicity Services including multi-media coverage such as interviews in local newspapers, TV and radio talk-show interviews; Internet Marketing and coverage on Internet News platforms among other amazing proprietary digital marketing coverage.*

This major PR++ approach gets the word out throughout the entire fundraising market in a big way and is typically far too expensive so out of reach for nearly all fundraising groups. (Until now). The good news is....NOW, the full *Power Up Your Fundraiser* services and technology is **provided totally free of charge to all qualified non-profits by IzzeBiz.**

With fundraising a multi-billion-dollar endeavor, Jeffrey Claypool, co-founder of IzzeBiz Fundraising, LLC set out to propel fundraising into the 21<sup>st</sup> Century by bringing this amazing new technology to fundraising. “The exciting new *Power-Up Your Fundraiser* approach to fundraising is designed to create much more income than ever for our fundraisers, as an innovative answer to the old approach to fundraising” states Claypool.

The IzzeBiz Fundraisers offer technology based products and affordable products that people of all ages and genders want and use every day. A refreshing alternative to the sugary snacks, magazines and candles that are often pitched for fundraisers.



## **How IzzeBiz Works**

IzzeBiz Fundraising is a turn-key promotion that makes launching a fundraiser easy and fun. The model provides a non-profit or organization an innovative IzzeBiz gift card campaign. Using the IzzeBiz gift card (available in increments of \$15, \$25, \$50, \$75, \$100, \$250, or \$500 the purchaser (supporter) can shop for different and unique items on the [www.izzebiz.com](http://www.izzebiz.com) site 24/7. The organization receives the immediate financial benefit upon the purchase of the card while the purchaser can take their time shopping on the IzzeBiz Fundraising website.

“IzzeBiz combined with the Power-Up Your Fundraiser technology is fundraising on steroids,” said Claypool. “We developed the technology for a turnkey project supported with cool products like smart phone accessories and other technology items – things people really use. And, with the addition of the Power-Up Your Fundraiser free publicity and marketing automation we can even help with a ton of free promotion to get the word out for ANY fundraising cause.”

Jennifer Hall, a mom who often finds herself in the role of fundraising coordinator at her daughter’s school said, “Wow! Where has IzzeBiz been all my life? This takes all the work out of fundraising.”

IzzeBiz Fundraising, LLC is launching its crowdfunding campaign to hire the best publicists and writers and to help source great new products that will accelerate the success. Those who would like to be part of the giving movement to accelerate this program can learn more at <https://izzebiz.com> or [www.fundly.com](http://www.fundly.com)

## **About the Company**

IzzeBiz Fundraising, LLC, headquartered in Hollywood, Florida was founded in 2014 by Jeffrey Claypool. Their mission is to create simple, high-demand fundraisers that help organizations’ fundraising events become more successful, productive and profit focused in a safer, more digital world. Their vision is to provide a turnkey solution to achieve fundraising initiatives and keep the fun in fundraising.

Learn more about IzzeBiz Fundraising, or to register your fundraiser go to <https://izzebiz.com> or call the fundraising department toll-free at 1-844-IzzeBiz (844-499-3249) or call (224) 520-3053 for after-hours questions.

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