



NEWPORT
CREATIVE
COMMUNICATIONS

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NEWPORT CREATIVE COMMUNICATIONS ANNOUNCES PARTNERSHIP WITH MORGAN MEMORIAL GOODWILL INDUSTRIES (BOSTON, MA)

Newport Creative Communications has announced a partnership with Morgan Memorial Goodwill Industries of Boston, MA, to grow and enhance their direct response fundraising program.

“We were looking for an experienced, forward-thinking and “hands-on” agency that applies analytical findings to strategies -- so that we can be assured of improvements in our direct mail and on-line giving program.” says Steve McAlister, Morgan Memorial’s Director of Annual Giving. “We’ve chosen Newport Creative because we were impressed with their understanding of our needs and of the creative solutions they bring to the table.”

“We’re very honored to be working with Morgan Memorial. It’s been an important resource for the Boston and Eastern Massachusetts community for many years. They are committed to taking the great strength of their brand in the Boston area, and taking their program to the next level. We’re very proud to have been chosen by them from among several other agencies, and are eager to get started with their direct mail and e-philanthropy activities this summer” says Mark Jacobson, Senior Vice President of Newport Creative Communications, who will head the account team.

Newport Creative is also pleased to welcome Walker (School), Needham, MA, to its human and child services client roster.

About Morgan Memorial Goodwill Industries

Morgan Memorial Goodwill Industries is a nonprofit organization with a mission to provide exemplary job training and related services to help individuals with disabilities and other barriers to self-sufficiency to achieve independence and dignity through work. It presents itself and its services to clients as *Not charity, but a chance.*

About Newport Creative Communications

Newport is a leading fundraising consulting and direct response marketing agency serving the nonprofit community exclusively. Newport currently serves more than 80 global, national, and regional nonprofit clients providing award-winning creative and results-oriented program management. More information about Newport Creative Communications can be accessed at www.newportcreative.com.

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