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## BlueSwarm Announces Groundbreaking Facebook Application for Social Fundraising

*One of nation's leading political news sources, Politico.com, profiles company and new application, touts innovation and leadership*

BOSTON – April 08, 2010 – As profiled in Politico.com last Monday, BlueSwarm has secured its place as the new #1 Political "Social Fundraising" platform.

BlueSwarm just announced the release of a pioneering social fundraising application that fully integrates with Facebook. This is the very first time it has been possible to process donations inside of Facebook, convert those donors into fundraisers, and tie all of the Facebook activity back into an enterprise-scale fundraising platform that powers an entire campaign.

"Fundraising is an inherently social activity so social fundraising is the next logical step for campaigns. We obviously tapped into a need of candidates to integrate further their fundraising and social networking activity," said Erik Nilsson, President of BlueSwarm. "Our campaign clients are setting records already, and our new Facebook application will only increase their advantage."

BlueSwarm, and the new Facebook application, is being utilized by successful political campaigns and operations of both parties, at all levels, and in every corner of the country.

The Democratic Governors Association is using BlueSwarm to unify fundraising efforts for all 28 sitting Democrat governors. Republican Charlie Baker's campaign for Governor (MA) and Marco Rubio's campaign for U.S. Senate (FL) are both setting records for their fundraising and gaining an important advantage over their opponents.

Learn more about BlueSwarm and its new Facebook application.

As of today BlueSwarm:

- is being used in 50% of US Senate races
- is being used in 30% of gubernatorial races

- is in scores of congressional, state, and local races
- has raised over \$150 million for its political clients

### Information about Social Fundraising

The Social Fundraising approach to campaign financing has fueled the most successful political campaigns of recent years. The strength of online Social Fundraising is rooted in the concept that the best donor base is a broad donor base. Everyone should be able to contribute - no matter the size of the donation - and the best way to reach a broad donor base is to use social networks that already exist.

When friends ask friends for support, a positive response is 10 times more likely, and the resulting gift is 52% higher. Most campaigns have understood this dynamic for some time but were limited in their ability to organize and manage volunteer fundraising at scale. BlueSwarm's platform has scaled to support thousands of volunteer fundraisers for a single campaign, with each fundraiser leveraging their own personal social network.

### About BlueSwarm

BlueSwarm's rise has been dramatic, as the company was "stealth" launched just 12 months ago. Based in Boston, the founding team has won multiple awards for their political technology work, including two 2009 Pollie Awards and two 2009 Reed awards.

Their success has come from combining their collective experience building innovative tools for campaigns and running technology companies. That experience helped them design and build BlueSwarm's web-hosted software for online and social fundraising. When word got out that their technology had been productized, the phone began to ring, and the race was on.

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