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Newport Creative Communications Taps Craig DePole to Run New DC Office

Duxbury, MA (October 8, 2009) Newport Creative Communications announced today the hiring of Craig DePole as Senior Vice President to run their newly-opened Washington, DC office. Before joining Newport, Mr. DePole ran the DC office of Epsilon. The move is a strategic part of the agency's growth plan and expansion into key markets.

"We see significant opportunities in the DC market, and to meet this growing demand Newport is establishing a DC presence and is adding new talent like Craig," said founder John Pannell. "His proven track record of developing innovative, results-driven programs for leading nonprofits underscores our commitment to, and ongoing investment in, the nonprofit fundraising space."

DePole brings to Newport an expansive background in direct marketing and fundraising. With more than 20 years of experience with nonprofit organizations, and 16 years with leading agencies, DePole has a long track record of developing highly successful membership and donor development programs.

DePole's integrated fundraising and marketing programs have helped organizations build lasting and profitable relationships with their donors. Most recently, DePole is credited for helping the United States Holocaust Memorial Museum triple response rates in acquisition while cutting new member investments in half and for raising new member retention rates for the National Parks Conservation Association by 25%.

DePole has won numerous awards for direct marketing excellence and has worked with many of the industry's most recognizable brands, including the Smithsonian Institution, The Nature Conservancy, American Red Cross. But it's his determined commitment to his clients and their causes along with his ability to deliver exceptional customer service that has helped him build long term client relationships.

"I joined Newport to be part of their cutting edge entrepreneurial business model," said DePole. "It's a great opportunity to work for an agency that empowers its people and allows them to focus their energies on their clients. Newport's got a talented team of senior strategists in place and I look forward to contributing to their ongoing expansion."

About Newport Creative Communications

Newport Creative is a leading fundraising consulting agency serving more than 70 nonprofit clients. For over 25 years, Newport has paired results-driven direct marketing strategy, analytics and service with award-winning creative and design to help clients build long-lasting relationships with their donors. For more information, visit www.newportcreative.com.

Contact:

John Pannell
Newport Creative Communications
(781) 934-1412
johnp@newportcreative.com