



22nd July 2015
Minneapolis, Minnesota
For Immediate Release

Major Overhaul to Popular Nonprofit Membership Software

For the past 6 months the team at Fresh Vine have been working hard at improving much of the underlying source code. What is often referred to as 'technical debt' was substantially paid for. This will allow our team to manage the code base more easily, and to more rapidly deploy new features.

Sending emails to your nonprofit has never been more simple. The updated email campaign tool inside of Fresh Vine breaks each email down to 5 simple steps. It allows you to draft your message, exactly target your members, and schedule the message to send. There is even a new email preview feature to enable easier collaboration and approval for messaging.

Our customers should also expect their Fresh Vine experience to be faster than ever before. We've spent time cutting the page load times. The urls inside of Fresh Vine are also more explicit and clear around what they are for.

About Fresh Vine:

Fresh Vine [<http://freshvine.co/>] nonprofit membership software is a nonprofit's secret weapon. It's the simple platform to know their people and everything they do. Launched in 2011 Fresh Vine is proud of our commitment to helping nonprofits make larger impacts on their missions. The membership software covers a nonprofits roster, on-boarding, donations, email, events, groups, and more.

Media Contact:

Paul Prins
prinsp@freshvine.co
<http://freshvine.co/press/> for additional media, bios, and information

###