

Guiding Lights Caregiver Support Center Named One of Constant Contact's 2011 All Stars

Guiding Lights Caregiver Support Center recognized for achieving exemplary marketing results

Guiding Lights Caregiver Support Center — March 21, 2012 – Guiding Lights Caregiver Support Center has received the [2011 All Star Award](#) from [Constant Contact®](#), Inc., the trusted marketing advisor to more than half a million small organizations worldwide. Each year, a select group of Constant Contact customers are honored with the All Star Award for their exemplary marketing results. Guiding Lights Caregiver Support Center's results ranked among the top 10% of Constant Contact's customer base.

Guiding Lights -- a private 501(c)3 nonprofit organization serving residents of Wake, Durham and Orange Counties in North Carolina -- assists family caregivers and care recipients who are living with one or more disabling, acute and/or chronic illnesses by helping them advocate for their caregiving needs. This initiative creates individualized care plans and connects families to appropriate service providers, with the goal of helping them obtain practical, affordable, applicable and loving support. Guiding Lights provides information, referral, education and support. The majority of services are made available to family caregivers at no charge.

"Guiding Lights Caregiver Support Center is very pleased to be recognized by Constant Contact for achieving strong marketing results. We rely heavily on Constant Contact's tools to continually and effectively communicate with our clients (caregivers of adults with disabilities/chronic health conditions) and our supporters, says Nicole Bruno, Guiding Lights Co-Founder and Executive Director. As a new nonprofit organization, the affordability and versatility with which Constant Contact provides us is key to our success."

Constant Contact customers using any combination of the company's Email Marketing, Event Marketing, and Online Survey tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

- Frequency of campaigns, events, and surveys
- Open, bounce, and click-through rates
- Event registration rates
- Survey completion rates
- Use of social features
- Use of mailing list sign-up tools

"There is nothing we like more than to see our customers finding success. It's the reason Constant Contact was founded, and it's a thrill to see the fantastic results that our All Stars are achieving," said Gail Goodman, CEO of Constant Contact. "This group is really leading the charge when it comes to delivering relevant, engaging content that drives real business results. We salute this year's All Stars for their success, and are honored to have played a part in their achievements."

About Guiding Lights Caregiver Support Center

Guiding Lights Caregiver Support Center is a private 501(c)3 nonprofit organization serving residents of Wake, Durham, Orange, and Chatham Counties in North Carolina. Based in Raleigh, Guiding Lights offers a comprehensive array of services to support family and professional caregivers. For more information, visit guidinglightsnc.org or contact Nicole Bruno, executive director, Nicole@guidinglightsnc.org.



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About Constant Contact, Inc.

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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