

Leanne Bergey, President/CEO, Verve Internet Solutions is Redesignated ePhilanthropy Master Trainer (ePMT)

Leanne Bergey, President/CEO of Verve Internet Solutions, is one of 49 fundraising professionals from around the world to be named an ePhilanthropy Master Trainer (ePMT) by the ePhilanthropy Foundation. The ePhilanthropy Foundation (www.ephilanthropy.org), headquartered in Washington, D.C., is the global leader in providing training for nonprofit organizations in the ethical and efficient use of the Internet for philanthropic purposes through education and advocacy.

Master Trainers are chosen for their expertise in online philanthropy strategy and techniques and for their ability to effectively train others. To receive this designation, applicants must have at least three years experience in the use of the Internet for fundraising and five years in philanthropy. Applicants must also submit documentation showing they are able to educate others. This information is then reviewed by the ePhilanthropy Master Trainer Review Board, Chaired by Kristina Carlson, President of FundraisingINFO.COM, which makes decisions regarding ePMT designation.

"The Internet is playing a greater role in every aspect of our lives, including philanthropy," said Ted Hart, ePMT, President and CEO of ePhilanthropy Foundation. "More and more nonprofit organizations are looking for practical information and training that's based on true experience. As an ePhilanthropy Master Trainer, we have identified Leanne Bergey as an expert who has met our criteria and is willing to share her wealth of knowledge with others."

Leanne is the founder, President/CEO of Verve Internet Solutions, a division of MRB Communications, Inc., which she also founded and in which she functions as President and Consultant. Initially created to serve the education market, for the last five years, Verve has worked exclusively with nonprofit organizations to create and promote their internet communications efforts.

MRB Communications, Inc. is a full-service Internet communications firm located in the historic Manayunk section of Philadelphia, PA. MRB focuses on the consulting skills in marketing and IT that have formed a solid base for their success. MRB functions as the "home base" for teams of consultants from the Greater Philadelphia region.

In addition to her work with MRB and Verve, Leanne serves on the Advisory Boards for the United Way's Teaming for Technology and Lehigh University's College of Education. She is a regular speaker at workshops and forums for organizations such as the Nonprofit Center at LaSalle University.

"Verve's commitment to educating nonprofits on the most appropriate techniques and tools for advancing their missions is directly in line with the philosophy of the ePhilanthropy foundation," said Bergey.

The ePhilanthropy Foundation publishes a directory of skilled trainers and lecturers who hold the ePMT designation for the nonprofit community on its Web site (www.ephilanthropy.org/ePMT). The list provides conference and seminar planners and nonprofit organizations a way to identify those who are most skilled in ePhilanthropy strategy and techniques.

The ePhilanthropy Foundation is a 501(c)3 nonprofit organization devoted to fostering the secure, private, and ethical use of the Internet for philanthropic purposes. The major focus of the ePhilanthropy Foundation is nonprofit organizations and the publics they serve, to help foster an online environment in which donors can feel secure about their online transactions with nonprofit organizations.