



## Fundraising Made Easy with ShopForMyCause.com

### *Leading Online Sports Software-as-a-Service Provider Launches New Website to Help Organizations Raise Money*

Saratoga Springs, NY ([PRWEB](#)) July 16, 2009 -- League Sports Services LLC, a leading provider of online management services for youth sports organizations, has launched a new website that makes fundraising free, easy and successful.

The new site, [ShopForMyCause.com](#), is an online marketplace of more than 400 well-known stores that enables organizations to earn money anytime one of their supporters makes a purchase originating from the site.

At its launch, ShopForMyCause.com is open only to users of [SportsSignup](#), the popular online registration and league management system operated by League Sports Services. SportsSignup is a secure, affordable, and hassle-free [online sports registration software](#) that enables volunteers from soccer, baseball, lacrosse, hockey and other youth sports organizations to spend more time on the playing field than on administrative and fundraising tasks. Company officials hope to expand the fundraising service to other not-for-profit and philanthropic causes in the future.

"Fundraising is one of the biggest challenges facing not-for-profit organizations today," said League Sports Services CEO Anthony Bruno. "It can be extremely time-consuming, and the volunteers and the kids themselves are already stretched very thin. ShopForMyCause.com makes fundraising more accessible and easy - people are shopping online anyway and we believe a percentage of those sales should go towards a good cause," continued Bruno.

Here's how it works:

Eligible organizations simply register their organization with [ShopForMyCause.com](#), which provides access to more than 400 online merchants including Walmart, Priceline.com, Best Buy, Borders and Eastbay. Organizations then encourage their members and supporters to shop using ShopForMyCause.com. Visitors to ShopForMyCause.com are asked to select which cause they are "shopping for." From there, a percentage of the proceeds from any of their purchases is given back to the specified organization. Included with the service are continuous updates via ShopForMyCause.com's [Twitter Hot Deals](#) page offering special deals to serve as a reminder you are not shopping for a good cause, but also saving money at the same time.

"ShopForMyCause.com is a supplemental or alternative fundraising effort to selling candy bars door-to-door, sitting through another bake sale or spending a Saturday washing strangers cars," Mr. Bruno said.

For more information, please visit [www.ShopForMyCause.com](#).

For more information about League Sports Services online sports registration and league management system, please visit [www.SportsSignup.com](#).

About ShopForMyCause.com:

ShopForMyCause.com is owned and operated by League Sports Services, LLC. The Website offers a free, easy and effective fundraising option for organizations interested in supplementing their traditional fundraising activities. An online marketplace of hundreds of well-known stores, ShopForMyCause.com enables



organizations to earn money whenever a supporter makes a purchase through the site.

About League Sports Services:

League Sports Services is a leading provider of sports organizations with a fully-integrated Software-as-a-Service (SaaS) solution to facilitate online sports registration, member management and coach and volunteer background checking with SportsSignup.com; and ShorForMyCause.com, an online marketplace that provides organizations with a free, easy and successful fundraising alternative. Since 2003, the company has been dedicated to operating a secure, affordable, and hassle-free online registration platform that enables administrators from hundreds of soccer, baseball, lacrosse, hockey and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).