

LoyaltyClicks™ Offers Online Shopping Mall To Save Animals Lives

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DURHAM, NC (September 2, 2010) — LoyaltyClicks™ (loyaltyclicks.com) wanted to provide everyday online shoppers a way to help shelter pets in need without asking them to contribute additional income during the current economic crisis. Their resolution? To partner with the SPCA of Wake County (spcawake.org) to offer an online shopping mall where a percentage of money spent would go directly to helping find a home for animals that desperately need one.

Shop To Give, an online fundraising tool created by LoyaltyClicks™, offers the newest and easiest way to support nonprofits in need of additional revenue. This was exactly what the SPCA of Wake County required to instill new energy in current and potential donors. 100% of the life-saving programs at the SPCA of Wake County are funded through donations. Without them, the programs cannot continue – something animal lovers don't want to consider. Offering consumers the ability to support homeless pets in Wake County without leaving their home or spending any additional money was a way to do that, and do it effectively.

“With the economy still in a slump, Shop To Give is incredibly relevant and very smart,” says Mondy Lamb, Marketing Director of the SPCA of Wake County. “Across the non-profit world giving is down, but people still need to purchase essentials like back-to-school supplies, holiday gifts, pet food and pet medications – all online. Shop To Give lets people make a difference while doing their everyday shopping. And it's fast, easy and free to use!”

On Sunday, September 19 from 4-8 PM, attendees of the 9th Annual Down by The Tracks fundraising event, the most dog-friendly block party in Wake County, will be able to see Shop To Give in action at the LoyaltyClicks™ booth. The event allows dog owners to bring their pet and enjoy an evening of music, a silent auction, doggie pools and more.

Lamb added, “The Shop To Give set up is far superior to previous charitable shopping malls. Seeing the personalized tracking for amount of money given back to the charity will show users Shop To Give is the real deal for charitable giving while shopping.”

To share this program with more people who care about animals, please “like” The Shop To Give Facebook page.

About LoyaltyClicks™

LoyaltyClicks™ is a suite of technology products for today's non-profit industry. The Shop To Give customized online shopping mall is an additional way for nonprofits to help people support their favorite causes. By simply shopping at online merchants, people feel good that their everyday actions can make a difference.

LoyaltyClicks™ is a product line of Smart Online, Inc. (OTCBB:SOLN), a designer and developer of web-based software for commercial and nonprofit organizations. In addition to LoyaltyClicks™, Smart Online offers OneBiz® software for small businesses, IMART® is a modular, cloud-based member management platform targeted to direct selling organizations and franchises. The company is based in Research Triangle Park, NC. For more information, please visit smartonline.com.

About SPCA of Wake County

Founded in Raleigh in 1967, the Society for the Prevention of Cruelty to Animals (SPCA) of Wake County is dedicated to creating a more humane community where every adoptable animal has a home. Each year the SPCA finds homes for over 3,000 animals through its innovative adoption programs and lost and found efforts.

The guiding mission statement of the SPCA remains as relevant now as it was when it was written in 1967: To protect, shelter and promote the adoption of homeless animals; to provide education about responsible pet ownership and to reduce pet overpopulation through spay/neuter programs.

The SPCA is an autonomous organization and is not affiliated with or supported by any other SPCAs including the ASPCA. The SPCA is not a government-run organization. The SPCA of Wake County is a private, non-profit organization that serves the pets and people of the Wake County community.

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[You can find this press release here](#)