

The Pursuant Group, Inc. Acquires Ketchum and RSI

The Pursuant Group, Inc. (www.pursuantgroup.com), a leader in fundraising technology services, today announced that it has acquired the operations of Viscern, Inc. parent company of Ketchum, Inc. and Resource Services, Inc. (RSI) from Waypoint Capital, formerly Flinn Asset Management. The acquisition extends Pursuant's ability to provide a comprehensive range of innovative fundraising and stewardship services to its clients. Pursuant is a full-service fundraising agency committed to "helping those who do good, do better".

Dallas, TX (PRWeb) February 9, 2009 -- [The Pursuant Group](http://ThePursuantGroup), Inc., a leader in fundraising technology services, today announced that it has acquired the operations of [Viscern, Inc.](http://ViscernInc) parent company of Ketchum, Inc. and Resource Services, Inc. (RSI) from Waypoint Capital, formerly Flinn Asset Management.

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"Pursuant serves not-for-profits by lowering the cost and effort required to raise funds. Ketchum and RSI are ideal partners because of their proven track record, strong brand, and experienced personnel. Together, we will be able to provide clients an unmatched expertise in fundraising and stewardship that combines the power of technology with the personal relationship Ketchum and RSI consultants are known for," said Matt Frazier, Pursuant's CEO."

Pursuant leads the fundraising industry in providing internet-based tools and services to not-for-profit organizations. Pursuant helps clients employ the latest technology innovations to improve communication, foster community, and uniquely share their mission and successes.

Ketchum, founded in 1919, has helped to raise more than \$13 billion for not-for-profit clients, including schools, universities, colleges, museums, hospitals, arts, human service, environmental, and other organizations. No other fundraising firm has conducted more successful campaigns.

RSI is the largest provider of capital campaign, major gift, and stewardship counsel to churches, Christian schools and other Christian not-for-profit organizations. Based on a commitment to help client's fulfill God's unique call with the biblical principles of stewardship, it has served clients such as Willow Creek Community Church and Redeemer Presbyterian Church.

Pursuant will continue to be headquartered in Dallas, Texas. The Ketchum and RSI brands will continue to provide service to clients, expanded by the expertise and tools branded by Pursuant. Richard Blackmon, Viscern CEO, will join the leadership of Pursuant led by CEO Matt Frazier.

Richard Blackmon says, "I am truly excited about the opportunities that come out of the partnership between Pursuant, Ketchum, and RSI. Our goal is to serve the not-for-profit sector by combining the most respected consultants with cutting-edge innovative tools. This partnership will enable us to bring unparalleled value to clients."

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