

Creative Chatter Broadens the National #GivingTuesday Movement to Include In-Kind Donations

Written by Australian Business

CHARLESTON, SC, November 19, 2014 **/24-7PressRelease/** -- #GivingTuesday channels the holiday spending mindset, yet many families in America want to give but simply cannot. Software start-up, Creative Chatter, is utilizing technology to broaden #GivingTuesday to incorporate Americans from all economic backgrounds with the thing they know best: in-kind donations. Creative Chatter matches in-kind donations from community members to needs of local non-profit organizations free of charge.

Creative Chatter is joining #GivingTuesday for two reasons. First, to create another avenue for people to donate to charities that are important to them. Second, to remind communities that giving can happen every day.

With Creative Chatter, non-profits can spend more time focusing on their mission and more people can see their donations making a difference. "The holiday season is a time of exchanging gifts and this is a chance for everyone to give the gift of joy through donating in-kind items they no longer use to someone in need of them." said Clay Braswell, CEO.

Creative Chatter's solution is simple and the first to make the connection between technology and in-kind donations. Non-profits can post things that they need on Creative Chatter's software platform. Then as people post things they are willing to donate, the platform matches them. Both parties are then alerted of the match in order to connect them and decide if the item will be picked up or delivered. Matches are paid for by corporate sponsors from around the country so Creative Chatter is free to both non-profits and donors. The giving can start on #GivingTuesday, but it cannot end there.

Creative Chatter is currently used by non-profits throughout the country. To donate unwanted items and make a difference this #GivingTuesday and beyond, go to CreativeChatter.com.

About Creative Chatter Creative Chatter is a software start-up based in Charleston South Carolina. Their platform connects posted items people want to donate to posted items non profits in that area need. To find out more, go to <http://creativechatter.com>