



International forgiveness Institute

News Release

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For Immediate Release

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International Forgiveness Institute Receives 2017 All Star Award

Madison, WI — [The International Forgiveness Institute](#) (IFI), headquartered in Madison, WI, has earned the **2017 All Star Award** from **Constant Contact** for the creativity and effectiveness of its internet communications, particularly its email newsletters.

The prestigious annual award recognizes only the most successful businesses and non-profit organizations around the globe that creatively employ the network of [Constant Contact](#) online marketing tools. The IFI received the All Star Award based on the organization's significant achievements using email marketing to engage its customer base and drive results during calendar year 2017.

"We're proud to be recognized by Constant Contact for achieving strong marketing results and for consistently developing creative ways to communicate with our various audiences," according to Dr. Robert Enright, co-founder of the IFI. "Constant Contact's tools have helped us develop and manage our various databases, provided online security for those databases, and partnered with us to do a better job telling the IFI story of forgiveness education."

Only small businesses and nonprofits using Constant Contact's email marketing tools are eligible for the All Star Award. Criteria used to select this year's All Stars included:

- + Level of engagement with email campaigns
- + Open, bounce, and click-through rates
- + Use of social sharing features (Twitter, Facebook, Google+, etc.)
- + Use of mailing list sign-up tools
- + Use of reporting tools



“Email marketing requires a balance of best practices and relevant content delivered through a powerful email marketing engine,” said Jamie Waldinger, Vice President of Marketing at Constant Contact. “Communications developed and delivered by the International Forgiveness Institute embody that balance and we proudly celebrate the IFI’s achievements with this All Star Award.”

About the International Forgiveness Institute

The IFI grew out of the work of Dr. Robert Enright, a professor in the Department of Educational Psychology at the University of Wisconsin-Madison, who launched a new field of research in 1985 called the *psychology of forgiveness*—the study of how people go about forgiving others in the face of deep injustice. Five years later, Dr. Enright teamed up with **Dr. William Walker**, a fellow psychologist and head of the **Mid-West Family Broadcasting Group** in Madison, WI. The two officially established the IFI as a non-profit organization in 1994.

“Without the involvement of Bill Walker and subsequently, his son **Tom Walker**, the field of forgiveness would not be where it is today,” says Dr. Enright who has been called “the forgiveness trailblazer” by *Time* magazine. “The significant financial support of their [Mid-West Family Broadcasting Group](#), has enabled us to develop the forgiveness education materials that are today being used in both public and private schools in the U.S. and more than 30 countries around the world.

About Constant Contact

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business. 

About Endurance International Group

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