



Blackbaud Launches Online Community Solution; Blackbaud NetCommunity helps nonprofits use their Web sites to strengthen relationships and grow donations

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CHARLESTON, S.C.--(BUSINESS WIRE)--Nov. 8, 2004--Blackbaud (Nasdaq:BLKB), the leading provider of software and related services designed specifically for nonprofit organizations, announced today the launch of its new online community solution. Blackbaud NetCommunity(TM) helps nonprofits use their Web sites to better connect with their constituents, building an interactive community and raising more money.

With competition increasing for individuals' time and financial support, nonprofits of all kinds are looking to build lasting relationships - with customers, donors, volunteers, vendors and friends - that will translate into charitable donations. Blackbaud NetCommunity allows nonprofits to create an interactive online network, fostering a sense of lifelong connectivity with the organizations and among fellow community members.

One organization's challenge

Seattle University is the largest and most diverse independent university in the Pacific Northwest. With a growing base of graduates, the university wanted to cultivate stronger bonds with and among alumni that would lay the foundation for fundraising in support of critical programs such as scholarships and the endowment. Seattle University needed a technology solution that would enrich its existing Web site. This would enable the university to provide an interactive, customized experience for each visitor, while also helping staff better manage a number of highly visible annual events and visits from international dignitaries through effective online communication and registration.

"We are in a new technology era, and we knew we needed to leverage technology to connect our alumni," said Linda Hulten, assistant vice president of advancement services at Seattle University. "With Blackbaud NetCommunity, we can use both our Web site and targeted email communication to build closer relationships and drive increased donations. In addition to providing better service to our alumni, we can ensure they see the value Seattle University is adding to the international community."

Single source of real-time information

Blackbaud NetCommunity is the only offering of its kind delivering real-time integration with The Raiser's Edge(R), the company's award-winning fundraising solution, providing nonprofits with a single source of up-to-date supporter information across an entire organization.

"When we began looking for an answer to our challenges, we knew we wanted a solution that worked with The Raiser's Edge and would eliminate the need to maintain separate databases for the Web and our events," said Hulten. "Seattle University has already relied on The Raiser's Edge to manage registration for several large events this fall and is looking forward to using Blackbaud NetCommunity to handle communication and online registration for future events."

"With this Blackbaud solution in place, we will be able to get all eight of our colleges on the same Web architecture while also personalizing communication with alumni, improving efficiency and saving money," said Hulten.

"Blackbaud NetCommunity is an important example of how Blackbaud integrates the inherent benefits of the Internet into the way nonprofits handle their everyday business - reducing costs, providing an interactive communication channel and improving efficiency," said Robert J. Sywolski, CEO of the technology solutions firm. "We are proud to help organizations like Seattle University leverage the Internet as a part of an integrated solution that builds tighter bonds with supporters."

Equipped with Blackbaud NetCommunity, organizations can provide personalized updates via their Web sites to visitors based on their unique interests. When participants log in, the system creates customized Web pages with information and appeals specifically targeted to them. Members of the online community can use the Web site to communicate with the organization and each other, register for events and search customized directories. Because the solution works with The Raiser's Edge, staff are able to continually track and manage vital information that helps them better understand supporters and build key relationships.

About Blackbaud, Inc.

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 12,500 organizations - including the American Red Cross, Bowdoin College, the Chesapeake Bay Foundation, the Crohn's & Colitis Foundation of America, the Detroit Zoological Society, Episcopal High School, Help the Aged, the Mayo Foundation, the New York Philharmonic and United Way of America - use Blackbaud products and consulting services for fundraising, financial management, business intelligence and school administration. Blackbaud's solutions include The Raiser's Edge(R), The Financial Edge(TM), The Education Edge(TM), The Patron Edge(TM), Blackbaud NetCommunity(TM), The Information Edge(TM), WealthPoint(TM) and ProspectPoint(TM), as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario, Glasgow, Scotland, and Sydney, Australia. For more information, visit www.blackbaud.com.

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Forward-looking statements

Except for historical information, all of the statements, expectations and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: risk associated with successful implementation of multiple integrated software products; lengthy sales and implementation cycles, particularly in larger organizations; uncertainty regarding increased business and renewals from existing

customers; continued success in sales growth; adoption of our products and services by nonprofits; risk associated with product concentration; economic conditions and seasonality; competition; risks associated with management of growth; risks associated with acquisitions; technological changes that make our products and services less competitive; the ability to attract and retain key personnel; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge upon request from Blackbaud's investor relations department.

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