Clemson University Foundation Selects Blackbaud Solution to Drive Fundraising Growth and Increase Efficiency

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Will deploy integrated suite of applications, including Blackbaud NetCommunity(TM), to enhance communication with alumni

Blackbaud, Inc. (Nasdaq: BLKB), the leading provider of software and related services designed specifically for nonprofit organizations, announced today that the Clemson University Foundation (CUF) has selected the company's integrated technology solution to expand the organization's extensive fundraising efforts and develop closer relationships with alumni.

An Integrated Fundraising Solution for Higher Education

"The Clemson University Foundation raises more than $25 million every year through an extensive network of programs involving more than 100 staff and volunteers," said Douglas Richardson, treasurer of CUF. "We chose Blackbaud as our technology partner because the company has the ability to handle high volumes of donations across multiple fundraising entities while simplifying what can be very complex processes."

Foundation staff needed to quickly access a holistic view of supporters across the institution. CUF recognized that deploying an integrated technology solution would not only improve fundraising efficiency, but also allow them to extend their relationship-building efforts to the Web.

To this end, the University will deploy a combination of software and services from Blackbaud including The Raiser's Edge(R) (for fundraising management), Blackbaud NetCommunity (for online community building) and The Information Edge(TM) (for Business Intelligence).

"Clemson University Foundation is taking a leadership position in deploying technology to support its critical fundraising and alumni efforts," said Robert J. Sywolski, chief executive officer of Blackbaud, Inc., which employs more than 30 Clemson University graduates. "We are pleased to be collaborating with Clemson to put user-friendly solutions into the hands of staff and enhance relationships with donors and friends."

Enhanced Communication with Alumni

CUF will rely on Blackbaud NetCommunity to offer an interactive online network that creates a connection between alumni and the University and fosters lifelong relationships. In addition to offering the email marketing and online-giving tools fundraisers need to succeed, the online community provides seamless integration with The Raiser's Edge, Blackbaud's award-winning fundraising solution, providing dynamic Web content based on individual preferences and histories, and enriching the information available for alumni interaction.

"With more than 100,000 alumni, CUF must rely on state-of-the-art technology to ensure we keep in close contact with each person," said Richardson. "Blackbaud NetCommunity will allow us to leverage all the information housed in The Raiser's Edge to provide a personalized online experience. Further, what we learn will help us be more effective with the vast array of offline fundraising we do, as well."

Hundreds of major colleges and universities rely on Blackbaud's integrated solutions to increase the efficiency of their fundraising operations.

About Clemson University Foundation

The Clemson University Foundation is an independent, nonprofit organization incorporated in the state of South Carolina. It was chartered in 1933 to promote the welfare and future development of Clemson University's educational and scientific goals. It was formed for the purpose of managing assets and maintaining appropriate alumni and donor information solely for the benefit of Clemson University. The Foundation receives, manages and distributes restricted and unrestricted endowment gifts, deferred gifts and special gifts - all aimed toward building and maintaining outstanding academic programs at Clemson. Gifts to the Foundation support and build the academic, research and public service programs of the University through faculty and student aid programs.

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; risks related to our dividend and stock repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; 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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