



Blackbaud NetCommunity Delivers Revolutionary Online/Offline Synchronization in Latest Version of Web Site Management Solution; Almost 80% of nonprofits say complete view critical to managing constituent relationships

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CHARLESTON, S.C., Jun 14, 2005 (BUSINESS WIRE) -- Blackbaud, Inc. (Nasdaq: BLKB), the leading provider of software and related services designed specifically for nonprofit organizations, announced today the release of a powerful new version of the company's complete Web site management solution. With Blackbaud(R) NetCommunity(TM), nonprofits have access to an integrated view of online/office information required to maximize each constituent relationship.

Complete view of online and offline data a must

In its 2nd Annual State of the Nonprofit Industry survey, sponsored by Blackbaud, almost eighty percent (78.3 percent) of nonprofits said it is important to synchronize online information updates with the data maintained in their primary fundraising or constituent relationship management database. However, less than 25% (24.6 percent) of nonprofits report that their organizations are currently able to accomplish this objective.

"We view Blackbaud NetCommunity as a revolutionary offering, allowing nonprofits to capture and use information from every interaction - whether it is online, at an event, over the phone, or through the mail -- to better personalize future communication," said Robert J. Sywolski, chief executive officer of Blackbaud, Inc. "With one database managing everything from fundraising to advocacy, organizations can access and leverage an in-depth understanding of each supporter, making the most of the numerous ways an individual helps fulfill the mission."

How it works

Blackbaud NetCommunity enables nonprofits to build stronger relationships by creating a personalized online experience for constituents resulting in a loyal network of support. Built from the ground up to work seamlessly with The Raiser's Edge(R) - the company's award-winning fundraising management solution - Blackbaud NetCommunity gives staff the single source of complete information they require while saving time that can be used to cultivate key relationships.

With this new version, one supporter can become many through:

- Team Fundraising(TM) event and a-thon management - which allows participants to create "sponsor me" Web pages and emails to encourage family and friends to give online, register for an event, join an existing fundraising team, or even become a new team captain.
- Volunteer Fundraising - which gives supporters who are passionate about an organization's mission the ability to create personal Web pages and use email to reach out to their networks of family and friends for donations.
- Integrated online advocacy (through a partnership with Capitol Advantage, the industry leader in advocacy solutions)- which helps nonprofits increase public awareness about issues that impact their missions and empower supporters to easily contact elected officials and the media. With one complete database, staff can more easily convert today's advocates into tomorrow's donors.

"Much of the explosive growth of the Internet can be attributed to the viral-nature of the medium," said Sywolski. "Nonprofits looking to mobilize supporters for advocacy campaigns, events, and donations must embrace this online revolution. It is a well-documented fact that people are more likely to support a cause if the request comes from a friend or family member, so I'm proud that Blackbaud is taking a lead in offering this solution."

For more information on Blackbaud NetCommunity, go to <http://www.blackbaud.com/products/internet/netcommunity.aspx>.

About the survey

Blackbaud's 2nd Annual State of the Nonprofit Industry survey focused on a series of issues critical to the nonprofit industry, including trends in Internet use, fundraising, donor communications, accountability, management, and general. More than 1,000 nonprofit professionals participated in the online survey. The next wave of survey results will be released this summer.

About Blackbaud, Inc.

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. Approximately 13,000 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 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(R) 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 policy and self tender offer, 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.

SOURCE: Blackbaud, Inc.

Integrated Corporate Relations, Inc.

Megan McDonnell, 203-682-8200

<mailto:mmcdonnell@icrinc.com>

or

Blackbaud, Inc.

Rachel Hutchisson, 843-216-6200 x3070

<mailto:rachel.hutchisson@blackbaud.com>