



## Leading Nonprofits Go Live and Achieve Results with Blackbaud Enterprise CRM

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*Use solution to centralize data, enhance relationships with supporters and optimize operations*

CHARLESTON, S.C.--(BUSINESS WIRE)--Dec. 4, 2009-- Blackbaud, Inc., (Nasdaq: [BLKB](#)) the leading provider of software and services for nonprofit organizations, today announced that many national and international organizations have selected Blackbaud Enterprise CRM™ and several organizations, including Earthjustice, Heifer International, Jews for Jesus, and the University of Oxford have successfully implemented and are now live with the solution.

"In this competitive funding environment, nonprofit organizations need to build and preserve their brands while also building deeper and more personalized relationships with their constituents," said Marc Chardon, Blackbaud's chief executive officer. "With Blackbaud Enterprise CRM, organizations can achieve a 360-degree view of their constituents, providing unprecedented visibility so they can engage them through the right fundraising initiatives at the right times."

Blackbaud Enterprise CRM is an organization-wide solution that helps large organizations efficiently manage traditional CRM responsibilities, as well as the unique needs of nonprofits. Since the best of Blackbaud's online solutions have been built into Blackbaud Enterprise CRM, it is easy for nonprofits to see a constituent's online and offline activity natively, without having to integrate disparate data sources.

The solution is built on the company's open standards, .NET-based Infinity platform, which makes it ideal for large, multi-site organizations that require extensibility, reach, and remote access. Blackbaud Enterprise CRM includes an open Application Program Interface (API) and documentation that encompasses the more than 11,000 features available to users in its current release and the more than 16,500 features that will be included in its early 2010 release.

The platform's web accessibility enables access from smart phones and web browsers. In addition, Blackbaud recently unveiled [Blackbaud Mobile](#), an iPhone™ application that provides access to application data on the iPhone (compatible with Blackbaud Enterprise CRM version 2.5).

Less than a year ago, [the University of Oxford selected Blackbaud Enterprise CRM](#) to support its global fundraising operations, and to manage the largest fundraising campaign in European university history. In September 2009, the University went live with Blackbaud Enterprise CRM, which will serve as a core component in the "Campaign for the University of Oxford", a £1.25 Billion fundraising campaign. The first phase of this project set the foundation to greatly enhance data sharing, reporting, and constituent relations by creating a centralized communication platform, and rolling out standardized business processes. The next phase of the project will mark the shift to a shared services environment that will centralize data from 38 independent colleges and six private halls, and will extend best practices across the organization.

"Partnering with Blackbaud's professional services team, we have already greatly enhanced data sharing and reporting in the University development office," said Sue Cunningham, University of Oxford's director of development. "With Blackbaud Enterprise CRM, we are confident that we are well-positioned to unite all of our fundraising entities and better serve the University's 180,000 alumni and friends."

Jews for Jesus, a global Christian missionary organization headquartered in San Francisco, went live with Blackbaud Enterprise CRM earlier this year and is now considering extending the solution to its field offices in 10 countries. With Blackbaud Enterprise CRM, the organization is able to extend the platform for customized program delivery and reporting in support of its ministries and missionaries around the world.

"We now have a powerful and stable CRM system, which we plan to continue to expand and use for many years to come," said Toby Weiss, Jews for Jesus' director of information technology. "Staff now has access to the same database in real-time from any location, and our missionaries and event staff are able to use a streamlined system designed around their business processes which has led to increased productivity."

Heifer International, a global organization that works with communities to end hunger and poverty is partnering with Blackbaud on a multi-year initiative to develop a constituent-centric model that integrates fundraising and various other activities across organizational boundaries.

"One of our goals with Blackbaud Enterprise CRM was to knock down silos between departments and fundraising areas," said Ted Bowsman, business analyst, Heifer International. "Going through the process of implementing a system like this involves everybody, and we've seen increased productivity between departments and an increase in organization-wide learning."

Since going live with Blackbaud Enterprise CRM in September 2008, the organization is on its way to providing a single, comprehensive view of each constituent, fully integrating its marketing, and achieving inter-departmental collaboration to attain enhanced efficiency and communication. In addition, the organization has been able to provide better support for areas such as direct marketing, major giving, and plans to expand into volunteer and event management.

For more information on Blackbaud's solutions for constituent relationship management, visit [http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.blackbaud.com%2FCRM&sheet=6113687&lan=en\\_US&anchor=www.blackbaud.com%2FCRM&index=4&md5=b6fa00173f568b5dbf7d907e7d56b1ff](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.blackbaud.com%2FCRM&sheet=6113687&lan=en_US&anchor=www.blackbaud.com%2FCRM&index=4&md5=b6fa00173f568b5dbf7d907e7d56b1ff).

### About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 22,000 organizations — including University of Arizona Foundation, American Red Cross, Cancer Research UK, The Taft School, Lincoln Center, In Touch Ministries, Tulsa Community Foundation, Ursinus College, Earthjustice, International Fund for Animal Welfare, and the WGBH Educational Foundation — use one or more

Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, education administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, the Netherlands, and the United Kingdom. For more information, visit [http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.blackbaud.com%2F&esheet=6113687&lan=en\\_US&anchor=www.blackbaud.com&index=5&md5=16537fab279a73f7322f61ebd806aa0f](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.blackbaud.com%2F&esheet=6113687&lan=en_US&anchor=www.blackbaud.com&index=5&md5=16537fab279a73f7322f61ebd806aa0f).

### **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: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; 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 at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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Blackbaud, Inc.

**Melanie Mathos**, 843-216-6200 x3307

[melanie.mathos@blackbaud.com](mailto:melanie.mathos@blackbaud.com)