



The Salvation Army Partners with Blackbaud to Build Comprehensive Digital Strategy

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Blackbaud to provide platform for national website management, online giving and events

CHARLESTON, S.C., Dec 13, 2010 (BUSINESS WIRE) --

Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced that [The Salvation Army](#) will transition its national web properties, email marketing, online giving, and 2011 Online Red Kettle to [Blackbaud Internet Solutions](#).

"Blackbaud has a history of success and a deep understanding of the industry," said Major George Hood, The Salvation Army's national community relations and development secretary. "Blackbaud is well positioned to help us as we continue our outreach and fundraising efforts in the digital landscape."

>[Watch a video interview](#) with Major Hood on Blackbaud TV at <http://blackbaud.tv/fan-club>

The Salvation Army will work with Blackbaud to improve its national website. In addition, Blackbaud Internet Solutions will equip Salvation Army centers across the organization with powerful email marketing, online fundraising and event marketing tools. The organization will also use [Blackbaud Merchant Services](#)^(TM) for secure integrated donation processing and to efficiently handle monetary distributions to local chapters.

"We are honored to partner with The Salvation Army and to help this well-established organization reach its next generation of supporters and do the most good," said Marc Chardon, Blackbaud's chief executive officer. "Even for decentralized organizations such as the Army, it is critical that its Internet technology, strategy and online branding are leveraged across organizational entities; not only for efficiency, but also so supporters have a consistent experience across the nation."

The Salvation Army, a faith-based nonprofit organization originally established in London in 1865, has been helping people with all types of social service needs for 130 years in the United States. Last year, nearly 30 million Americans received assistance from the Army's 3,600 officers, 60,000 employees, and 3.5 million volunteers.

Blackbaud will also partner with [Charity Dynamics](#) to build mobile and social applications combined with [Friends Asking Friends](#)^(R) for local Army units nationwide to run the 2011 Online Red Kettle campaign. Salvation Army units in Pittsburgh and Minneapolis have already begun running Friends Asking Friends for their Most Amazing Race events.

More than 4,600 nonprofit organizations around the world use Blackbaud Internet Solutions for content, email, and event management; online fundraising, online community building, and advocacy. Since its release in 2000, nonprofits have raised more than \$1 billion online with Friends Asking Friends, which continues to be the leading event fundraising application for nonprofits, powering over 35,000 events. For more information about Blackbaud Internet Solutions, visit www.blackbaud.com/internetsolutions.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar spent is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

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 24,000 organizations -- including Yale University, American Red Cross, Cancer Research UK, The Taft School, Lincoln Center, The Salvation Army, 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, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.

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 organizations; 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 or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6541907&lang=en>



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