



## Blackbaud CRM Selected by Boston University to Enhance Development and Alumni Relations

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***Solution will help support upcoming capital campaign and will connect numerous departments across the University community to achieve holistic view of constituents***

CHARLESTON, S.C., Jan 04, 2011 (BUSINESS WIRE) --

Blackbaud, Inc., (Nasdaq: [BLKB](#)), the leading global provider of software and related services designed specifically for nonprofit organizations, today announced that [Boston University](#) (BU) has selected [Blackbaud CRM\(TM\)](#) to support its development and alumni relations activities and will use [Target Analytics](#) to more efficiently identify potential supporters.

"With Blackbaud CRM, we will now have one progressive solution that will help us better track and manage our relationships with Boston University alumni, prospects, and donors and -- ultimately -- strengthen funding opportunities for the University," said Lisa Uglialoro, Boston University's assistant vice president for advancement services. "We are confident that with Blackbaud's products and exceptional expertise in serving higher education institutions, we can build a development operation that fully supports the University's strategy."

Boston University is a private urban research university, established in 1869, offering undergraduate, graduate, and professional programs through its 17 schools and colleges and more than 250 fields of study. The University has two primary campuses in the heart of Boston and programs around the world.

"We are pleased to partner with Boston University and to provide a development and alumni solution that will help the institution meet its goals today and in the future," said Marc Chardon, Blackbaud's chief executive officer. "By shifting to a single supporter database and centralizing data and reporting, University staff will be able to streamline operations while better serving constituents."

Boston University has approved a 10-year strategic plan focused on supporting and enhancing a world-class faculty dedicated to teaching and engaging in research, scholarship and their professions. To implement this strategy, the University will help its schools and colleges put in place the plan's most critical elements, including professorships, scholarships, programmatic funding for all schools and colleges and funds to improve and enhance new facilities and renovations of existing buildings.

To achieve these goals and to support its upcoming capital campaign, Boston University will use Blackbaud CRM to optimize operational, advancement, and donor and alumni relations activities. Blackbaud CRM brings together disparate information -- such as annual and capital giving, gift planning, major giving, and alumni and parent systems -- across the various schools and programs within a university. With a single system of record that can be securely and efficiently shared, universities are able to turn their data into timely, actionable information that maximizes their advancement efforts, synchronizes campaigns across schools and programs, and strengthens relationships with alumni and other constituents.

With Blackbaud CRM, Boston University will consolidate multiple, distributed databases into one system, enabling efficient workflows, global reporting capabilities, customization and flexible integration with other BU software systems. The University will also leverage the solution to integrate crucial outreach efforts, including annual giving, tele-fundraising, events, multichannel marketing campaigns and performance measurement. The integrated system will be web-delivered and will empower end-users to gain a comprehensive view of constituents' relationships so they can engage and better connect with students, alumni, and supporters, many of whom are dispersed nationally and internationally.

With more than 25 years of experience serving higher education institutions, Blackbaud has partnered with over 1,900 universities, colleges and foundations worldwide by providing solutions that help secure funding, demonstrate accountability and build strong relationships with alumnae/alumni, students, parents and supporters. Universities around the world using Blackbaud Enterprise CRM include: [University of British Columbia](#), [University of Iowa](#), [University of Michigan](#), [University of North Carolina at Chapel Hill](#), and [The Ohio State University](#), [University of Oxford](#). For more information about Blackbaud's solutions for higher education organizations, visit [www.blackbaud.com/highered](http://www.blackbaud.com/highered).

### **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 The American Red Cross, Boston University, 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](http://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 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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