



Leading Higher Education Institutions Partner with Blackbaud

July 7, 2011

Blackbaud to sponsor and present at CASE Summit for Advancement Leaders

CHARLESTON, S.C., Jul 07, 2011 (BUSINESS WIRE) --

Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced that in the first quarter, Beloit College, the University of Connecticut Foundation, University of Richmond, and Wake Forest University each selected the company's higher education solution to optimize advancement operations. Additionally, Blackbaud announced that it will serve as the platinum sponsor of the [CASE Summit for Advancement Leaders](#), kicking off on Sunday.

"We're excited to partner with these leading institutions and to provide the technology that will support their future growth," said Charlie Cumbaa, Blackbaud's president of the enterprise customer business unit. "We are also pleased to once again support CASE - an organization that is committed, as we are, to serving the higher education sector."

Founded in 1834, Wake Forest University is a private, coeducational collegiate university with a liberal arts curriculum located in Winston-Salem, N.C. and is ranked among the best colleges in the nation. Wake Forest recently selected Blackbaud CRM to empower end-users, reduce data silos, and enhance prospect and campaign management tools.

"Blackbaud CRM is the perfect solution to meet our needs as we scale our operation for an upcoming campaign," said Mark Petersen, vice president of university advancement at Wake Forest. "The robust toolsets offered to both our frontline fundraisers and our development services team will elevate our capabilities in critical areas like prospect research and management, gift processing and stewardship, proposal tracking and our major gift pipeline. We simply could not be successful without a comprehensive management software like Blackbaud CRM."

With 30 years of experience serving higher education institutions, Blackbaud has partnered with over 2,300 universities, colleges and foundations worldwide by providing solutions and services that help secure funding, demonstrate accountability and build strong relationships with alumnae/alumni, students, parents and supporters.

Blackbaud to feature technology and research at CASE Summit

Blackbaud will demonstrate its solutions for higher education institutions and present a session on benchmarking at the CASE Summit for Advancement Leaders to be held July 10 to 12 in Chicago, IL. The event, which is held annually for senior-level higher education advancement professionals, offers a unique chance to come together to engage in meaningful discussion about the issues affecting the future of advancement.

"We're very grateful for Blackbaud's support of the Summit for Advancement Leaders, which attracts senior-level advancement professionals and college and university presidents from across North America," said CASE President John Lippincott. "Blackbaud's engagement with the Summit helps CASE bring leading thinkers together to explore the relationship of strong, strategic advancement programs to the success of higher education."

As part of the Summit's lineup of expert speakers, Jenny Cooke, Blackbaud's director of higher education donorCentrics Benchmarking will be joined by Shaun Keister, annual giving consultant with Campbell & Company to present "Benchmarking to Drive Advancement Strategies."

The presentation will focus on key annual fund trends revealed by [Target Analytics 2010 Index of Higher Education Fundraising Performance](#). Each year, Target Analytics, a Blackbaud company, compiles actual fundraising data from a broad sample of private and public schools to evaluate overall annual fund trends such as acquisition, retention, giving levels, and much more. In addition to key annual fund metrics, the presentation will share results of a unique longitudinal study tracking donor behavior both before and after making a \$1000 gift. For more information about the CASE Summit for Advancement Leaders, visit www.case.org/summit.

For more information on Blackbaud's solutions for higher education institutions, visit 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, Cancer Research UK, Earthjustice, International Fund for Animal Welfare, Lincoln Center, The Salvation Army, The Taft School, Tulsa Community Foundation, Ursinus College, the WGBH Educational Foundation, and Yale University -- 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 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 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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