



Blackbaud's eTapestry Donor Management Solution Debuts New Subscription Packages

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Now includes unlimited users and offers free trial

CHARLESTON, S.C., Sep 08, 2011 (BUSINESS WIRE) --

Blackbaud, Inc. (NASDAQ: [BLKB](#)) today announced that [eTapestry^{\(R\)}](#), its web-based [donor management solution](#), is now available in three packages starting at \$99 per month. The packages are designed to help nonprofits easily access the features and configuration they need. A free 30-day trial is also now available.

[The Village Family Services](#) recently selected a new eTapestry package and will use the solution to improve online communication with supporters and fundraise for the organization. The Village Family Services is Southern California's leading bilingual family wellness agency providing safety and permanency to children and youth.

"eTapestry offers the most versatility and the level of sophistication you need for online fundraising for the best dollar value," said Charles Robbins, the organization's vice president of communications and development. "To me, it was a win-win to have a low cost, highly effective software product from a company that has such a great reputation for support and service. And, with the new packages, you don't have to be tech-savvy to understand what you're getting--it is bundled in a way that adds more value."

More than 7000 nonprofits use eTapestry to grow their donor/supporter base, engage with donors more effectively, and communicate with supporters and prospects online through built-in eMarketing tools.

"With eTapestry, nonprofits can quickly get online and begin engaging supporters while managing relationships and tracking donations," said Kevin W. Mooney, Blackbaud's president of general markets business unit. "We are pleased to help organizations get started with these simple, affordable, and easy-to-use packages and free trial offer."

eTapestry is now available in three packages:

All packages include access to the web-based fundraising and constituent management database, unlimited user licenses, email and chat support, unlimited on-demand training, and mobile access.

1. The Starter package is \$99/month and includes online fundraising and eMarketing tools, and an import wizard to help get organizations up and running quickly.

2. The Essentials package is \$199/month and includes all the features of the Starter package, plus executive and benchmark reporting, Microsoft Outlook email integration, three online fundraising forms, eMarketing tools, instructor-led online classes, basic data conversion, and implementation consulting hours.

3. The Pro package is \$399/month and includes all of the above features, plus a National Change of Address service, role-based security and admin, five online fundraising forms, eMarketing tools, the ability to create donation, signup, and event registration forms, and additional time with eTapestry consultants to assist with setup.

In addition to the new packages, to make it easier for nonprofits to get started with eTapestry, nonprofits can easily import their data from Excel or use sample data to evaluate the system through a free 30-day trial. Also, included in the trial are the on-demand video tutorials to help all users to more effectively use the solution.

As part of its ongoing release schedule, eTapestry recently added new executive dashboards for easy access to recent gifts, top donors, and key performance indicators. Enhancements were also made to improve mobile usability and reporting.

For more information about eTapestry, or to sign-up for a free 30-day trial, visit www.etapestry.com.

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, Mexico, 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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