



Blackbaud's Target Analytics Releases New Tools for Nonprofit Prospect Researchers

September 29, 2011

Dossiers on Demand and NOZA Exact Match Constituent Screenings provide researchers with powerful giving data

CHARLESTON, S.C., Sep 29, 2011 (BUSINESS WIRE) --

Blackbaud, Inc. (NASDAQ: [BLKB](#)) today announced the availability of two new services for nonprofit prospect researchers: Dossiers on Demand and NOZA Exact Match Constituent Screenings. The services are the latest offerings from Target Analytics, a Blackbaud company, which offers solutions for [donor acquisition](#), [prospect research](#), [donor benchmarking](#), [custom modeling](#), and [data enrichment services](#) to more than 6,000 nonprofits.

"There is enormous wealth and propensity to give hidden within nonprofits' existing databases," said Richard Becker, president of Target Analytics. "These new services are aimed at helping nonprofits become more efficient at identifying top-tier prospects and more completely understanding the giving history of their existing donors."

Profiles of Ultra High Net Wealth Individuals Available through Dossiers on Demand

Dossiers on Demand is designed to help prospect researchers go beyond traditional screening methods to uncover ultra high net wealth individuals (with more than \$30 million in investible assets) in their databases. Dossiers on Demand taps top researchers, economists, and financial analysts to give researchers the information they need to understand how to best approach this segment of the population.

Laura Simpkins, MLS, American Diabetes Association's associate director of individual giving recently started using Dossiers on Demand to provide gift officers with detailed reports focused on prospects capable of making multi-million dollar gifts in support of an upcoming campaign. The first 10 dossiers Simpkins received would have taken her five months to pull together, but with Dossiers on Demand, she received them and passed them along in one day.

"Dossiers on Demand has saved us a lot of time and provided our gift officers with a high-end product in line with the kind of people we're aiming to cultivate," said Simpkins. "Our gift officers are very pleased with the detail and level of professionalism of the dossiers and really like the fact that there are photos and an extensive list of additional connections to that person. They feel good about sharing the information with our board and feel best prepared to start the cultivation process."

Using Target Analytics wealth suite and screening tools, Target Analytics consultants work with nonprofits to determine the ideal prospects to submit for Dossiers on Demand screenings. By looking only at constituents capable of giving at this high level, Dossiers on Demand expands on traditional system-generated wealth profiles by providing details about personal relationships, incorporating journalistic commentary, and confirming the accuracy of all returned information. The returned profile provides actionable data that incorporates confirmed information from more than 1000 data sources. The profiles can then be stored on records within a nonprofit's CRM solution, including The Raiser's Edge and Blackbaud CRM.

"By understanding the deeper motivations of these top-tier prospects, nonprofits can ensure they are best prepared and informed for solicitation meetings with this elite population of individuals who can make a big impact on their missions," said Becker.

NOZA Exact Match Screenings Compile Publicly-Available Gift Records for Entire Database

NOZA Exact Match Constituent Screenings match a nonprofit's constituents against Target Analytics' NOZA database of publicly-available giving data, which is largest database of [philanthropy data](#) in the world. Unlike a NOZA subscription where nonprofits can search on an individual or organizational basis, with Exact Match, nonprofits can now screen their entire constituent database against the NOZA database at once to uncover the philanthropic capacity, affinity and experiences of their known donors and hidden prospects.

"We are thrilled with NOZA Exact Match. The NOZA Screening will help us ensure we are sending out appropriate asks and cultivating the right donors," said Stephanie Hosey, Planned Parenthood of Northern New England's development database manager. "We are also looking to upgrade our current donors by learning who has a larger giving capacity."

Nonprofits receive a summary report broken down by cause, scope, and gift amount, and a data file containing all the matching gifts and contacts, including ID, name, address, and gift information. Users also receive an import file so they can easily import that information to The Raiser's Edge, Blackbaud CRM, or other CRM systems. Free trials are available by request.

An informational webinar about NOZA Exact Match Constituent Screenings will be held on October 20 at 1 p.m. EST for those interested in learning more. Register at <http://bit.ly/nozaexactmatch>.

Custom Data Modeling for Nonprofits

Earlier this year, Blackbaud announced the availability of two new [custom models focused on Mid-Level Donor and Alumni Engagement](#). Target Analytics custom [fundraising models](#) pinpoint prospective donors at every level of giving, as well as the likelihood that they will give, by systematically analyzing such personal data as income, age, education, home value, and history of support.

Based on the large range of modeling products for nonprofits, Target Analytics recently launched the [Modeling Explorer](#) to help make it easier for nonprofits to identify modeling products that best fit their needs based on their fundraising revenue, size of database, staffing, sector, and fundraising methods. Nonprofits can learn more at www.blackbaud.com/modelingexplorer.

For more information about all of Target Analytics products and services, visit www.blackbaud.com/targetanalytics.

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.

SOURCE: Blackbaud

Blackbaud, Inc.
Melanie Mathos, 843-216-6200 x3307
media@blackbaud.com