



## Higher Education Institutions Partner with Blackbaud to Build Stronger Supporter Relationships

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*University of California, San Diego and University of Georgia among 2400 higher education institutions that have selected Blackbaud solutions*

CHARLESTON, S.C.--(BUSINESS WIRE)--Jun. 14, 2012-- Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced that leading higher education institutions have turned to [Blackbaud CRM](#)™ to effectively engage constituents and develop sustainable relationships.

Blackbaud CRM brings together disparate information — 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.

“Blackbaud CRM will allow us to organize information that will help us build ongoing relationships with alumni, donors, students, and friends,” said Derek Clark, University of Georgia’s project coordinator for the new system and director of Advancement Services in the Division of External Affairs. “The enterprise-wide solution will be an efficient system that will improve workflow for External Affairs staff and volunteers as well as all the university’s schools, colleges, and units.”

### The following institutions recently selected Blackbaud CRM:

- [University of California, San Diego](#) – to support an enhanced experience across the UC San Diego community in the areas of ESP – engagement, stewardship and philanthropy.
- [University of Georgia](#) – to help increase private support and engagement across the multiple channels of its numerous constituencies.
- [University of Toronto](#) – to support its development, alumni relations and stewardship activities.
- [University of Wisconsin Foundation](#) – to advance donor and supporter engagement, implement innovative business processes and increase collaboration within the campus community.

### The following institutions recently went live on Blackbaud CRM:

- [The Ohio State University](#) – to bring best technology and business practices to its major and planned giving, marketing and communications, Internet marketing, prospect research and management, and business intelligence operations.
- [University of British Columbia](#) – to improve collaboration, development and engagement programs, steward donors and alumni, and cultivate support.
- [University of Iowa Foundation](#) – to manage fundraising operations and support alumni engagement.
- [University of Michigan](#) – for enhanced capabilities in fundraising, marketing, prospect research, and volunteer and event management.

“We are pleased that the higher education community is embracing Blackbaud CRM and using the solution to actively engage constituents and steward them along the supporter journey,” said Marc Chardon, Blackbaud’s chief executive officer. “With multiple universities recently going live on the solution, we are demonstrating not only our vision, but also the impact that technology can have on an institution.”

Recent enhancements to Blackbaud CRM were focused on new membership features for higher education institutions, a simplified user interface accessible on mobile devices and intuitive duplicate management options. Learn more at [www.blackbaud.com/newcrm](http://www.blackbaud.com/newcrm).

In addition, many of these institutions are partnering with [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.

### A pre-configured implementation based on years of experience

Blackbaud also offers a pre-configured implementation model for higher education institutions. Built based on best practices developed from implementing Blackbaud solutions at other higher education institutions, this model enables a faster implementation time and a prescriptive approach to data management, system configuration and business practices. Simon Fraser University is among the institutions that are currently implementing Blackbaud CRM with this model.

With 30 years of experience serving education institutions, Blackbaud has partnered with over 2,400 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.

For more information on Blackbaud’s solutions for higher education institutions, visit [www.blackbaud.com/highered](http://www.blackbaud.com/highered).

### About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing,

social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.

### **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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Blackbaud  
Melanie Mathos, 843-216-6200 x3307  
[media@blackbaud.com](mailto:media@blackbaud.com)