



Blackbaud's Raiser's Edge Wins Campbell Award for User Satisfaction

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Leading nonprofit fundraising solution voted to top for fourth consecutive time

CHARLESTON, S.C.--(BUSINESS WIRE)--Jun. 27, 2012-- Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced that its flagship fundraising solution, [The Raiser's Edge®](#), has been honored with its fourth Campbell Award for User Satisfaction in the 2012 Nonprofit Constituent Management Solution Survey conducted by [Campbell Rinker](#).

"Over the 10 years that Campbell Rinker has conducted this survey among nonprofit users, The Raiser's Edge is the only product to have won four consecutive Campbell Awards," said Dirk Rinker, president of Campbell Rinker. "The fact that users are consistently eager to recommend The Raiser's Edge to colleagues is truly a testament to the quality of the product."

Campbell Rinker is an independent research firm that specializes in producing marketing research for nonprofits, and the companies that serve nonprofits. This survey, conducted every two years, is the only user research that focuses on this unique product category and includes users' likelihood to recommend products and adoption rates among other criteria.

"It is such a great honor to receive our 4th Campbell Award for User Satisfaction because it reflects the voice of the Blackbaud customer," said Jana Eggers, Blackbaud's senior vice president of products and marketing. "We take customer feedback seriously, and we strive to ensure customers are delighted with all our products and services."

Relied upon by more than 13,000 organizations worldwide, The Raiser's Edge is designed to help nonprofits of all types and sizes cultivate lifelong relationships with their donors, and save time and money by streamlining important daily processes. Plus, it enables organizations to communicate with their constituents, manage fundraising activities, expand their development efforts, and make better informed decisions through powerful segmentation, analysis and reporting capabilities.

The latest version of The Raiser's Edge includes enhancements centered on analytics, marketing and data management. A new [Raiser's Edge mobile application](#), which is currently in beta, will help users expand their mobile access to data and empower fundraisers on-the-go.

To learn more about The Raiser's Edge, visit www.blackbaud.com/raisersedge.

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.

About Campbell Rinker

Campbell Rinker bestows Campbell Awards to several categories of software and online solutions serving the nonprofit community, with the ultimate goal of helping nonprofits prosper through technology. Campbell Rinker is a member of the Council of American Survey Research Organizations and the Marketing Research Association. For more information on Campbell Rinker and its research, visit www.CampbellRinker.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, Inc.

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