



Nonprofit Technology Leader Releases Blackbaud CRM 4.0

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Expands constituent engagement and fundraising capabilities for enterprise nonprofits

CHARLESTON, S.C.--(BUSINESS WIRE)--Nov. 25, 2014-- [Blackbaud, Inc.](#) (NASDAQ: [BLKB](#)), a leading global provider of software and services for the nonprofit, charitable giving and education communities, today announced the availability of [Blackbaud CRM™ 4.0](#). The new release offers customers rich developments in the areas of usability, quality, performance and innovation.

Blackbaud CRM is a comprehensive, customizable fundraising and constituent relationship management (CRM) solution designed for enterprise-level nonprofits seeking a powerful, yet adaptable solution for fundraising, marketing and program management across the engagement lifecycle. The solution brings industry-leading fundraising, online applications, actionable prospect research and analytics, and multichannel direct marketing together in one platform, enabling an integrated view of the constituent experience across each organization.

"With constituent engagement improving year after year, the Foundation is relying on Blackbaud to help foster that growth," said Jeanne Pecha, vice president of Advancement Services at Florida State University Foundation. "More specifically, Blackbaud CRM 4.0 provides FSU the tools necessary to help us boost fundraising, build stronger relationships with our communities, and increase the number of engagement opportunities for alumni."

Key areas of enhancements in Blackbaud CRM 4.0 include:

- **Usability** – Improved user experience and productivity by providing a more powerful constituent view, streamlined tasks and functionality that reduces manual effort
- **Quality** – Easier upgrades as a result of significant enhancements in frameworks, engineering quality programs and stability
- **Performance** – Improved performance through the separation of reporting and transaction activity, and exploiting new capabilities of Microsoft SQL Server®
- **Innovation** – New built-in functionality, including reporting tools and List Builder, and an integrated API for secure online payments and more

"At Blackbaud, we're committed to delivering innovations that provide enterprise customers the most advanced, high-quality CRM solution in the industry," said Joe Moye, president of Blackbaud's Enterprise Business Unit. "We're excited to launch Blackbaud CRM 4.0 in the market because it reflects our most significant release yet. It was strategically designed with our customers in mind, delivering key enhancements in function, performance and integration."

Blackbaud CRM has gained significant market momentum in the last year in which a recent [Forrester study affirmed](#) the solution's noteworthy total economic impact for hospitals and healthcare systems. American Diabetes Foundation, Boston University, The Nature Conservancy, World Vision and World Wildlife Fund are among many leading, enterprise nonprofits who have selected Blackbaud CRM as their fundraising and constituent relationship management solution.

For more information about Blackbaud CRM 4.0 visit www.blackbaud.com/newcrm; to learn more about Blackbaud CRM visit www.blackbaud.com/blackbaudcrm.

About Blackbaud

Serving the nonprofit, charitable giving and education communities for more than 30 years, Blackbaud (NASDAQ:[BLKB](#)) combines technology solutions and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to support more than 30,000 customers, including nonprofits, K12 private and higher education institutions, healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, and related services for organizations of all sizes, including nonprofit [fundraising and relationship management](#), [eMarketing](#), [advocacy](#), [accounting](#), [payment](#) and [analytics](#), as well as [grant management](#), [corporate social responsibility](#), [education](#) and other solutions. Using Blackbaud technology, these organizations raise, invest, manage and award more than \$100 billion each year. [Recognized as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands, Ireland 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, including statements regarding the introduction of new products and product features, as well as the expected benefits of the new products and product features. 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 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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