



Harnessing the Power of Social Media With Blackbaud's Cloud-Based eTapestry CRM

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New Social Media Finder Helps Developing Nonprofits Better Engage With Supporters

CHARLESTON, S.C., May 11, 2015 (GLOBE NEWSWIRE) -- Blackbaud, Inc. (Nasdaq:BLKB), today announced recent enhancements made to [eTapestry®](#), its cloud-based fundraising management solution, which now includes fully integrated social media capabilities. Social Media Finder gives users intuitive tools to further connect with donors over social media platforms, taking the guess work out of targeting and engaging supporters, freeing resources for other areas of mission advancement.

"This enhancement will allow us to see where our constituents are spending time on social media and provide tools to help us focus on the networks and strategies that will have the most impact," said Kendall Paul, executive director at the Vanderburgh Humane Society.

Social Media Finder is an integrated data service that helps eTapestry users by identifying constituents' social media handles, providing actionable insight into the networks constituents are most active on, and intuitively grouping constituents into easy to use queries making communication with them seamless.

In addition, it provides easy, intuitive reports that will help with data interpretation and strategic social planning. This release significantly expands the capabilities of eTapestry, which features additional capabilities like data health services, reporting, and e-receipting.

"We're excited to bring a social media component to our eTapestry customers, and have already processed more than 500,000 customer records and had 91,000 social profiles returned through the Social Media Finder," said Kevin Mooney, president of Blackbaud's General Markets Business Unit.

eTapestry is a simple, cloud-based fundraising management solution designed for smaller, developing nonprofits in need of a solid cloud solution to support basic fundraising needs.

For more information about eTapestry, visit www.blackbaud.com/etap.

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. 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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