



New Customer Wins Drive Luminate CRM Growth

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Blackbaud's Fundraising and Relationship Management Solution Again Selected to Improve Engagement, Fundraising Operations and to Streamline IT Costs

CHARLESTON, S.C., June 11, 2015 (GLOBE NEWSWIRE) -- Blackbaud, Inc. (Nasdaq:BLKB), a leading global provider of software and services for the nonprofit, charitable giving and education communities, today announced The Aspen Institute and Lupus Foundation of America have chosen [Luminate CRM™](#), the company's acclaimed fundraising and relationship management solution designed exclusively for nonprofits on the Salesforce1 Platform.

Luminate CRM addresses a variety of important nonprofit objectives, including effective program and mission management, multi-channel constituent engagement and database consolidation. "Blackbaud's ability to provide a flexible solution that includes peer-to-peer and other fundraising, relationship management and integrated online marketing made Luminate CRM the right choice as it provides us the total solution," said Donna Grogan, vice president of Development & Fundraising at Lupus Foundation of America.

A growing number of nonprofit organizations are turning to Luminate CRM for greater productivity, flexibility, accessibility and organizational insights. "We performed an extensive analysis of the nonprofit solutions in the market before making a decision," said Loraine Przybylski, director of development at The Aspen Institute. "The flexibility of the platform, combined with Blackbaud's nonprofit expertise, made Luminate CRM the obvious choice for us."

"The increasing velocity of Luminate CRM adoption and positive customer feedback we're hearing affirms the investments we've made in innovation, integration and quality," said Chris Krackeler, Blackbaud's vice president and general manager, Luminate. "We look forward to seeing nonprofits using our product built on the Salesforce1 Platform achieve dramatically better results by adopting this solution."

Luminate CRM is designed for mid-size to large organizations looking to extend their Salesforce solution with nonprofit-optimized fundraising, marketing and program management capabilities. To learn more about Luminate CRM, visit www.blackbaud.com/LCRM.

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, Ireland and the United Kingdom. For more information, visit www.blackbaud.com.

Forward-looking Statement

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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