



## A Closer Look at the Online Fundraising Impact of #GivingTuesday in the United States

June 17, 2015

### Blackbaud's Report Provides the Most In-Depth Analysis of Online Giving Trends Associated With This Global Day of Giving

CHARLESTON, S.C., June 17, 2015 (GLOBE NEWSWIRE) -- Blackbaud, Inc. (Nasdaq:BLKB), a leading global provider of software and services for the nonprofit, charitable giving and education communities, today released a [#GivingTuesday Trends Report](#) providing online giving trends from more than 4,300 nonprofit organizations representing \$55.6 million in online fundraising since 2012 that took place on #GivingTuesday.

- Download the report at [www.blackbaud.com/givingtuesday](http://www.blackbaud.com/givingtuesday)

#GivingTuesday was founded in 2012 by New York's 92nd Street Y in partnership with the United Nations Foundation. This global day of giving has followed Black Friday and Cyber Monday for the past three years on the Tuesday after Thanksgiving in the United States and this movement has now engaged more than 10,000 organizations worldwide. Blackbaud is a founding partner of #GivingTuesday and has tracked the online giving trends of U.S. organizations since its inception.

"We have certainly seen a lot of online giving growth during #GivingTuesday, the double-digit growth rates are impressive, but it's also helpful to know where the giving is going," said Steve MacLaughlin, presenter of the #GivingTuesday Trends report and director of analytics at Blackbaud. "For the first time through this report, we're able to provide directional information about what types of nonprofit organizations have been receiving donations on #GivingTuesday."

The report's focus was to measure online giving during #GivingTuesday as this represents the best snapshot of what happened the day of the event. In 2012, most of the online giving on #GivingTuesday was concentrated among nonprofits in the Medical Research, Human Services, and International Affairs sectors. By 2014, giving had shifted towards Faith-based, Higher Education, and Healthcare organizations.

#### Key findings from the #GivingTuesday Trends report:

- #GivingTuesday has had double-digit year-over-year growth in online donations since 2012.
- Large nonprofits received the most donations on #GivingTuesday but this trend is shifting.
- Faith-based nonprofits now receive the largest percentage of #GivingTuesday online donations.
- Online average gift amounts exceed \$100 for most nonprofits on #GivingTuesday.
- About 17% of online donation form views on #GivingTuesday 2014 were on a mobile device.

"When we launched #GivingTuesday in 2012, we had a big ambition. We wanted to create, in the words of one of our early advisers and supporters, 'an opening day for the giving season,'" said Henry Timms, executive director of 92nd Street Y. "We think this is just the start for #GivingTuesday. Every year we are seeing more creative and impactful campaigns and collaborations; #GivingTuesday has grown because so many people seized the idea and found approaches to make it meaningful for their organizations, their communities, or their businesses."

This report provides additional information and insight into the impact of #GivingTuesday, helping nonprofit organizations better strategize and prepare their campaigns leading up to the actual day of giving. The findings in the report are based on giving data from 4,396 nonprofit organizations representing \$55.6 million in online fundraising that took place on #GivingTuesday during 2012, 2013, and 2014. There was also \$6.6 million in online fundraising data used from 2011 in order to benchmark pre-#GivingTuesday donations. To be included in the analysis, these organizations needed to have at least one online donation on #GivingTuesday in 2012, 2013, or 2014.

Learn more about #GivingTuesday's online trends by downloading a copy of the report at [www.blackbaud.com/givingtuesday](http://www.blackbaud.com/givingtuesday).

#### 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](http://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](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.

CONTACT: Media Contact  
Nicole McGougan  
Public Relations  
843-654-3307  
[nicole.mcgougan@blackbaud.com](mailto:nicole.mcgougan@blackbaud.com)

[Blackbaud logo](#)

Blackbaud