



#GivingTuesday 2016 Online Giving up 20%

November 30, 2016

Blackbaud reports \$47.7 million in online U.S. donations and overall online donations up 31% from last year; continuing positive trend for the growing movement

CHARLESTON, S.C., Nov. 30, 2016 /PRNewswire/ -- Blackbaud, Inc. (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced a 20% increase in online giving during #GivingTuesday compared to 2015. The company, whose systems process a majority of online donations made in the United States on #GivingTuesday, processed more than \$47.7 million from over 6700 organizations that received at least one online donation.



"We are excited to see that overall donations continue to climb for organizations on #GivingTuesday," said Mike Gianoni, Blackbaud president and CEO. "As a #GivingTuesday founding partner, we are proud that the movement continues to grow with donations that help fight hunger, eliminate homelessness, cure epidemics and much more. The movement's core philanthropic message only gets stronger each year, with people embracing the meaning of #GivingTuesday and amplifying the holiday on social media. Blackbaud is honored to support and power this movement, and on behalf of our customers, we want to thank everyone who chose to be generous on this day."

"The results of our online campaign showed us that people view #GivingTuesday as a day to make an impact by supporting causes that are important to them, and it's up to us to show them that they can really make a difference in people's lives by donating to Orbis," said Paul Forrest, chief development officer at Orbis, an international nonprofit. "This year's donations were matched dollar-for-dollar for the prevention and treatment of blindness."

For #GivingTuesday 2016, Blackbaud provided key reporting, trend data and commentary throughout the day to assess the growth and impact of the movement. Key findings from Blackbaud's #GivingTuesday 2016 analysis include:

#GivingTuesday Donations Grew in 2016

- #GivingTuesday online giving grew by 317% since its creation in 2012
- Online giving has jumped by 20% since 2015
- Online donation volume grew by 31% compared to 2015
- 33% more nonprofit organizations received an online donation on #GivingTuesday 2016 compared to 2015

Technology Continues to Drive #GivingTuesday's Success

- Online average gift amounts exceeded \$126
- About 22% of online donations were on a mobile device

"2016 is the biggest year yet for #GivingTuesday," said Steve MacLaughlin, Blackbaud's vice president of Data and Analytics. "As we predicted, the movement continues to drive year-over-year growth. The positive trends displayed in our data proves the strength of the holiday's message as more donors embrace the simplicity of using smartphone technology to contribute. About 22% of donations were made online and we expect that number to grow as time goes on."

For more information about Blackbaud and #GivingTuesday, visit www.Blackbaud.com/GivingTuesday. To see photos of nonprofits and other change-makers that were highlighted throughout the day at Blackbaud's Nasdaq command center and on the Nasdaq tower in Times Square, visit www.facebook.com/Blackbaud.

About Blackbaud

Blackbaud (NASDAQ: [BLKB](#)) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, 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.

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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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