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Blackbaud Unveils Innovative New Benchmarking Capabilities in Raiser's Edge NXT

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Social good software leader leverages unmatched data and insight to add the market's most comprehensive benchmarks to flagship fundraising solution

CHARLESTON, S.C., July 25, 2018 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced the release of new benchmarking capabilities in Raiser's Edge NXT™, its flagship cloud fundraising and relationship management solution. Since announcing its unique approach to AI, analytics, big data and expertise—Intelligence for Good®—in 2017, Blackbaud has continued to deliver powerful analytical capabilities and resources by harnessing the power of its exclusive data assets.

"Blackbaud is committed to enabling our customers to thrive and be as effective as possible within the Ecosystem of Good," said Kevin McDearis, chief products officer at Blackbaud. "This commitment is not just about enhancements to software—it's about equipping the entire social good community to drive more impact. Impact starts with data, and Blackbaud offers the industry's most robust, proven set of data analytics designed specifically for social good that drive meaningful outcomes for our customers. The new benchmarking capabilities within Raiser's Edge NXT are another way we're committed to leveraging our unmatched data and insights to equip our customers to work more effectively and capitalize on more opportunities."

Raiser's Edge NXT's prescriptive and predictive analytics have already served up over $4.5 billion in potential fundraising opportunities for Blackbaud customers. The new benchmarking capabilities complement the existing SKY Reporting™ functionality in Raiser's Edge NXT, giving customers the ability to compare their performance in key aggregated fundraising metrics against like peer organization profiles. These benchmark capabilities will provide customers insight into their performance and help quantify the value of improving performance, referencing specific tools in Raiser's Edge NXT to help drive growth. Additionally, the interactive benchmarks will guide users to built-in reports as well as best-practice resources published by the Blackbaud Institute for Philanthropic Impact™.

With Blackbaud's Benchmarking Capabilities in Raiser's Edge NXT, customers can:

- **Measure their fundraising performance** with a standardized set of common fundraising metrics, including automated data analysis, calculation and presentation.
- **Understand the revenue opportunity** associated with improving performance so they can focus efforts on the highest return-on-investment opportunities.
- **Work more effectively** with integrated performance metrics that are completely automated at their fingertips.

Satisfaction for Blackbaud's flagship cloud innovation continues to climb with social good organizations correlating positive mission impact to Raiser's Edge NXT's advanced capabilities:

- "Having the benchmarks and recommendations right inside of Raiser's Edge NXT is very helpful; we can use it to help our fundraisers focus on the right areas," said Christopher LeBlanc at Maricopa Community Colleges Foundation in Tempe, Ariz.
- "The capability to compare our performance to other nonprofits is an exciting, useful resource for our sector," said Nell Saunders-Scott at The Parenting Place in La Crosse, Wis.

Learn more about benchmarking for Raiser's Edge NXT, by watching the on-demand Blackbaud webinar.

Click to tweet: Blackbaud adds industry's largest and most diverse group of fundraising benchmark capabilities to Raiser's Edge NXT https://blkb.co/2N5vr94

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, companies, education institutions, healthcare organizations and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada 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, including statements regarding expected benefits of 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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