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Blackbaud and Facebook Scale Online Giving to Bolster Event Fundraising

July 26, 2018

Both are teaming up to help social good organizations extend the reach of their peer-to-peer fundraising events

CHARLESTON, S.C., July 26, 2018 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced the general availability of the integration of its cloud fundraising and engagement solutions with Facebook Fundraisers. Blackbaud's integration seamlessly enables the publication of Blackbaud TeamRaiser® fundraisers to Facebook, allowing event supporters to simultaneously solicit donations directly via their own social networks and their TeamRaiser webpages while helping nonprofits view and manage Facebook transactions within TeamRaiser.

Both companies announced this new capability last November, with early adopters JDRF, National Multiple Sclerosis Society and Susan G. Komen working alongside Blackbaud and Facebook.

"Blackbaud is the first cloud software company to leverage Facebook Fundraiser's API, which provides added value for our Luminate Online™ and TeamRaiser customers," said Mary Beth Westmoreland, chief technology officer at Blackbaud. "We understand that managing fundraising between Facebook and other nonprofit technologies can be challenging for nonprofits, especially reconciling data with existing campaigns. Through this integration, Blackbaud delivers features to give nonprofits seamless access and centralized control over their Facebook fundraising tools, driving campaign awareness, maximizing participant fundraising and maintaining momentum even after events conclude."

Facebook expands organizations' fundraising networks while Blackbaud optimizes their fundraising strategy—all in one purpose-built place.

Using the Facebook API integration, Blackbaud customers now have a simplified way to manage, process and record Facebook donations in Blackbaud TeamRaiser. The integration helps customers:

- **Improve participant and donor experience** – participants can easily reach out to friends and family to reach their goals faster, with donations being made without leaving Facebook.
- **Raise more money, more efficiently** – participants can fundraise simultaneously in both Facebook and TeamRaiser; donations will sync between both.
- **Increase reach and efficiency** – Facebook Fundraisers are native content and given higher priority on newsfeeds; data is automatically updated in TeamRaiser.

Early feedback indicates improved donor experience, increased dollars raised and increased efficiency in managing campaigns across platforms:

"Being able to provide our Ride For Roswell participants with the option to integrate their personal fundraising pages with Facebook Fundraisers was a game changer for our 2018 event," said Cindy Eller, executive director at Roswell Park Alliance Foundation. "One of our new riders received more than 20 gifts through Facebook within three days of integrating her fundraising page and another received more than 50 gifts and became one of our top fundraisers. These are just two examples that proves this new option was allowing our participants to better leverage their social networks in their fundraising efforts. We are also truly pleased that Facebook donations are processed within Luminate Online and update our participants' TeamRaiser thermometers in real time. We're excited by the possibilities of this tool and look forward to incorporating it into our other peer-to-peer fundraising events."

This integration addresses an important need for Blackbaud customers: an automated, cost-effective and efficient way to leverage the reach of the Facebook platform to activate fundraisers while also managing, processing, and recording those donations directly in their Blackbaud solutions. Blackbaud intends to expand integration capabilities to its entire portfolio of cloud fundraising and engagement solutions in the future.

"We're excited to partner with Blackbaud to help nonprofits optimize their fundraising strategies," said Emily Dalton Smith, director, Social Good Partnerships, Facebook. "Expanding to peer-to-peer fundraising events will help people generate more impact and even further support the causes they care about."

Discover best practices and case studies of nonprofits who are successfully using Facebook Fundraisers by watching the on-demand Blackbaud webinar.

Click to tweet: .@Blackbaud and @Facebook team up to help #socialgood orgs extend the reach of their P2P #fundraising events https://blkb.co/2LbOh1a

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. 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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