



Blackbaud Reports New #GivingTuesday Record

November 28, 2018

Social good software leader reports online donors are more generous than ever; reports noteworthy growth in both online and mobile giving with more organizations receiving contributions

CHARLESTON, S.C., Nov. 28, 2018 /PRNewswire/ -- [Blackbaud, Inc.](#) (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced that its systems processed more than \$62.6 million from charitable organizations receiving donations in the United States on #GivingTuesday in the strongest year yet. Average gift sizes and mobile giving were up year over year, and online donations were also up again for the seventh year running.

"#GivingTuesday 2018 reflected the most generous year by donors, with 10% higher average gifts than in 2017 and the number of organizations receiving gifts at an all-time high," said Steve MacLaughlin, vice president of Data & Analytics at Blackbaud. "We also saw strong growth in the volume of mobile giving, with 29% of online donations coming via mobile device. As a founding partner of #GivingTuesday, Blackbaud is proud to play a key role in powering this important day, and we're delighted to see the level of generosity exhibited yesterday."

#GivingTuesday Donations Grew in 2018

- #GivingTuesday online giving has grown by 518% since its creation in 2012
- Online average gift amounts exceeded \$147 vs. \$134 in 2017
- 16% more social good organizations received an online donation on #GivingTuesday 2018 compared to 2017

Digital Engagement Continues to Drive #GivingTuesday's Success

- Donations made from a mobile device totaled 29% of all online donations; up 5% from 2017
- Social media conversations with the #GivingTuesday hashtag exceeded 605,000 across Twitter and Instagram

Blackbaud uses its exclusive access to the world's most robust philanthropic data to provide reporting and trends associated with the movement. For more information about #GivingTuesday, visit www.blackbaud.com/givingtuesday. For more insight on the 2018 #GivingTuesday data, contact Blackbaud.

Click to tweet: #GivingTuesday Growth: @Blackbaud reports more social good organizations received more donations, with a higher percentage from mobile devices than ever before on #GivingTuesday 2018 #TurnYourTuesday <https://blkb.co/GT18report>

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, or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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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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