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Blackbaud Helps Social Good Organizations Extend Reach and Impact by Going Virtual with Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving®

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SAY: The Stuttering Association for the Young sees positive results from live, virtual benefit with peer-to-peer fundraising that brought old and new supporters together

CHARLESTON, S.C., Oct. 23, 2020 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced the ability to include a livestream on a fundraising page with Blackbaud Peer-to-Peer Fundraising, powered by JustGiving. The fundraising solution provides a turnkey solution at no subscription cost for organizations to create online campaigns and quickly generate revenue when many face heightened challenges due to COVID-19.

"As many of us have experienced, COVID-19 has accelerated the shift to online and virtual fundraising, and we want organizations to have the solutions they need to capture that momentum now and into the future," said Jerry Needel, president and GM, Blackbaud Consumer Solutions. "Blackbaud Peer-to-Peer Fundraising, powered by JustGiving, provides social good organizations an easy, quick way to extend their reach and impact. And now they can direct their supporters to their campaign page to watch a livestream event and donate."

SAY: The Stuttering Association for the Young Mixes Peer-to-Peer Fundraising with Livestream Event
SAY provides support, advocacy and life-changing experiences for young people who stutter through high-quality performing arts programs, speech therapy, an annual overnight summer camp and website resources. The yearly spring gala—an in-person fundraising event in New York City—helps make those opportunities possible for children from all socioeconomic backgrounds.

When COVID-19 put the gala in question, SAY looked to Blackbaud Peer-to-Peer Fundraising, powered by Just Giving, as it quickly tried something new: a live online benefit titled "Under One Moon," which married cloud-based fundraising technology with an old-fashioned telethon feel, complete with kid performances and celebrity cameos. SAY was able to expand its donor audience for long-term growth, showcased new online-learning program adaptations, and brought in just shy of $250,000—more than $100,000 of which was donated online.

SAY adopted Blackbaud Peer-to-Peer Fundraising largely because of its simplicity and integration with other Blackbaud solutions. "It's easy for people to give," said SAY Director of Development Nathan Patterson. "Under One Moon" brought in more than 200 donations online, 65% of those from new donors. Customized personal fundraising pages that SAY participants and other supporters linked to the event helped fuel the surge, with gift information flowing into Blackbaud's flagship fundraising and relationship management solution, Blackbaud Raiser's Edge NXT®, which SAY already had in place.

Extend Reach and Impact by Going Virtual
While SAY livestreamed the benefit through another vendor, the video link was embedded within the "Under One Moon" campaign page, which allowed visitors to simultaneously watch the benefit and see the contributions coming in. For larger donations made offline, staff had the flexibility to add them on to the running total. Anyone who missed the event or wanted to relive special moments could click on a recording on the campaign page.

As a virtual event, "Under One Moon" could reach a broader audience than an in-person event. "It's an event for you to watch and enjoy and connect with something real. I think that's another big reason why it clicked," Patterson said. "Our mission and our message are very emotionally resonant, even if you don't know anyone who stutters and have never known anyone who stutters."

Learn more about Blackbaud Peer-to-Peer Fundraising, powered by JustGiving here.

About Blackbaud
Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies 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, Costa Rica and the United Kingdom. For more information, visit www.blackbaud.com or follow us on Twitter, LinkedIn, Instagram 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, 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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