Blackbaud's Comprehensive Cloud Solution for Higher Education Drives Cross-Campus Impact

December 14, 2020

Solutions for Scholarship Management, Financial Management, Fundraising and Alumni Engagement Help Colleges and Universities Drive Efficiency, Increase Revenue and Deepen Engagement

CHARLESTON, S.C., Dec. 14, 2020 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, continues to power colleges and universities around the country with its comprehensive Cloud Solution for Higher Education Institutions. Blackbaud has been the trusted technology partner for higher education institutions for decades as colleges and universities continue to rely on Blackbaud cloud solutions to drive efficiency, increase revenue and deepen engagement.

Throughout the COVID-19 pandemic, customers have been able to accomplish more with the Cloud Solution for Higher Education Institutions, trusting Blackbaud to power experiences across campus digitally, enabling colleges and universities to maintain business continuity remotely and garner critical donor engagement in this unprecedented year.

"Change has been a defining constant this year, which has pushed us all to rethink how we transform challenges into opportunity and impact," said Chris Krackeler, president and general manager, Blackbaud Higher Education Solutions. "We are proud to partner with our higher education customers not just to help them raise more money, but to also help them make an even greater impact across their campuses as they respond to the evolving environment."

Blackbaud customers, including those using Blackbaud CRM™ and Raiser's Edge NXT®, are expanding their core solutions with additional cloud capabilities. Examples include:

- Blackbaud Fundraiser Performance Management™ is helping institutions including University of North Georgia and University of Delaware improve the effectiveness of their fundraising programs with the use of predictive models, tools and benchmarking to guide strategy, navigate change and drive outcomes.
- Blackbaud Award Management™ is being used by institutions such as Cape Fear Community College, University of Wisconsin-Madison and University of South Carolina to improve student access to awards, create impactful stewardship practices and enhance cross-functional visibility throughout the scholarship process.
- Blackbaud Guided Fundraising™ is helping annual giving teams at institutions including South Dakota State University, Western Carolina University and Winthrop University strengthen alumni relationships, restore outreach momentum amid COVID-19 with agile, virtual engagement programs, and drive annual giving results.
- Blackbaud Financial Edge NXT® is empowering institutions like UGA Athletic Association, UGA Research Foundation, University of Colorado Foundation, and University of South Florida Foundation, to streamline financial processes, efficiently manage scholarships and restricted funds, and eliminate manual tasks, saving time and resources.

"Blackbaud's integrated cloud solutions allow us to work smarter and do our jobs more efficiently," said Liz Shafer, accounting and database coordinator at Cape Fear Community College Foundation. "We've been able to eliminate many unnecessary additional steps and manual tasks."

For more information about Blackbaud's Cloud Solution for Higher Education Institutions, visit www.blackbaud.com/highered.

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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