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Mississippi State University Leverages Blackbaud CRM™ to Drive Fundraising and Engagement Strategies

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Blackbaud's Innovative Software Solution Helps Provide Holistic View of Constituents

CHARLESTON, S.C., Feb. 9, 2024 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, today shared how Mississippi State University's Division of Development and Alumni is using Blackbaud CRM™ for alumni engagement and to help drive fundraising efforts.

A Blackbaud customer since 2005, the Division of Development and Alumni at Mississippi State University serves its 161,000 living alumni and facilitates most fundraising activities. The Division needed a comprehensive, agile and adaptable CRM system for advancement and alumni engagement, and after carefully considering other CRM systems, knew that Blackbaud CRM met its unique needs.

"We wanted a sophisticated advancement CRM system that was strong out-of-the-box and that we could customize as our needs evolved," said Leann M. Markham, executive director of information services for the division. "Between all the vendors we evaluated, Blackbaud CRM was hands down everyone's favorite choice. It's all encompassing, and the open APIs allow us to easily integrate with other third-party software."

Blackbaud CRM's ability to be easily customized, configured, and integrated with third-party tools allows organizations to extend the already robust software's capabilities to further improve operational efficiencies. With Blackbaud CRM, staff across multiple departments operate within a single source of truth, giving everyone a holistic view of constituents like never before.

"The implementation of Blackbaud CRM itself was a smooth process, and even more impressive was how simple it was to integrate 360MatchPro from Double-the-Donation," said Markham. "The data presented is more comprehensive and easier to access and understand. We automated manual processes and expect to see an increase in dollars raised and matched in future fundraising campaigns."

Learn more about Blackbaud CRM here and find more Blackbaud customer stories here.

About Blackbaud
Blackbaud (NASDAQ: BLKB) is the leading software provider exclusively dedicated to powering social impact. Serving the nonprofit and education sectors, companies committed to social responsibility and individual change makers, Blackbaud's essential software is built to accelerate impact in fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management. With millions of users and over $100 billion raised, granted or managed through Blackbaud platforms every year, Blackbaud's solutions are unleashing the potential of the people and organizations who change the world. Blackbaud has been named to Newsweek's list of America's Most Responsible Companies, Quartz's list of Best Companies for Remote Workers, and Forbes' list of America's Best Employers. A remote-first company, Blackbaud has operations in the United States, Australia, Canada, Costa Rica and the United Kingdom, supporting users in 100+ countries. Learn more at www.blackbaud.com or follow us on X/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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