



Blackbaud Launches Blackbaud Integrated Payments, an Expanded Payment Solution

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Social Impact Organizations Will Benefit from Enhanced Payment Features That Will Extend Payment Processing Capability to Third-Party Software Providers and Expedite Giving from Corporate Employees

CHARLESTON, S.C., April 23, 2025 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, today announced an expanded payment processing solution with the launch of [Blackbaud Integrated Payments](#). Inclusive of the functionality previously known as Blackbaud Merchant Services, Blackbaud Integrated Payments will now extend the company's robust purpose-built payments capabilities to any software providers that integrate with Blackbaud's Payments API®, providing a cohesive and seamless "Payments-as-a-Service" experience for social impact customers for things like donations, tuition payments, ticket purchases and more. In addition, Blackbaud Integrated Payments will integrate with YourCause® from Blackbaud®, the company's CSR solution for corporations, to expedite donations made through employee giving programs directly to nonprofits.

"We are excited to unveil Blackbaud Integrated Payments as part of our ongoing efforts to simplify and enhance the donation processing experience for our customers," said Jerry Needel, chief of product innovation, Blackbaud. "We are providing social impact organizations the flexibility they need to innovate with point solutions that fit their unique needs, without having to compromise on reliability, back-office simplicity, or the donor experience, ultimately saving time and money for their missions."

Customers will benefit from Blackbaud's industry leading payments capabilities like an optimized checkout experience, automated credit card updating, superior fraud detection, recurring gift retention, simplified reconciliation, and centralized transaction reporting. In addition, customers can leverage Blackbaud Integrated Payments to process transactions through integrated third-party software solutions for activities like auctions, text-to-give, face-to-face canvassing, telemarketing, event ticketing, merchandise sales, school fees and alumni engagement, with more to come throughout 2025.

[North Carolina Coastal Federation](#) is leveraging Blackbaud Partner [GivBee](#) for text-to-give capability with Blackbaud Integrated Payments processing. Kelly Bodie, membership director at North Carolina Coastal Federation, shared, "This integration between GivBee and Blackbaud is bigger and better than any other tool I was considering. We're able to send personalized texts to donors with a payment link, and then gifts are processed through Blackbaud Integrated Payments and recorded in our Blackbaud Raiser's Edge NXT® CRM. I've never been able to put something so powerful into the pockets of our donors before, and at the same time, it dramatically simplifies the back-office process for us."

Other Blackbaud Partners including [Almabase](#), [Odin](#), [SmartTHING](#), [SwipeTrack](#) and more are also already leveraging the Payments API to offer Blackbaud Integrated Payments. Almabase calls it a game changer. "Social impact organizations typically experience more disruption than value when implementing new software solutions. Our integration with the Blackbaud Payments API offers a different experience, providing best-in-class alumni engagement, event management, and social giving capabilities without disrupting existing back-office processes. It's truly a win-win for our customers," said Kalyan Varma, CEO and founder of Almabase.

James Citron, CEO of [Pledge](#), also a Blackbaud Partner, added, "We're excited to partner on Blackbaud's launch of integrated payments to create shared value and accelerate innovation across the social good sector. Through this integration, we'll bring PledgeAI, text-to-donate, and event fundraising tools like the Zoom donate button into Blackbaud's trusted ecosystem—giving nonprofits access to the latest fundraising technology to open new avenues for growth, reach more donors, and amplify their impact."

Through the YourCause from Blackbaud integration coming later this year, Blackbaud Integrated Payments will offer a new Expedited Giving feature to accelerate donation distribution from companies that rely on YourCause for their corporate giving programs, speeding up the flow of funds from their employees directly to nonprofits. Eliminating friction between giver and recipient, donations can be received by nonprofits up to 95% faster, and employees can receive receipts directly from the nonprofit, making the process easier than ever and incentivizing employees to engage in matching gifts programs.

Key Features of Blackbaud Integrated Payments:

- **Raise More, Save More, Sleep Better:** Many organizations have seen as much as a 30% conversion rate and a 40% increase in donations when they switch to Blackbaud Optimized Donation Forms with Blackbaud Integrated Payments. Blackbaud customers who use Blackbaud's Complete Cover™ enjoy 0% processing and saved millions in fees last year alone.
- **Payment Processing for Third-Party Solutions:** Social impact organizations now have flexibility to choose from a wide variety of integrated fundraising solutions while maintaining the benefits and reliability of Blackbaud Integrated Payments. Customers can now choose any software provider that leverages the Blackbaud Payments API and benefit from streamlined payment processing.
- **Expedited Giving Functionality for YourCause Customers:** This new feature makes it easier and faster for companies to engage their employees in giving, and for nonprofits to receive and reconcile funds. The direct funding functionality means nonprofits can receive corporate and employee giving as simply as if they were fundraising on their own website, receiving funds quickly and without administrative burden, supporting their impact more efficiently.

Blackbaud Integrated Payments is designed to help social impact organizations maximize their fundraising efforts and streamline their financial operations. By offering a more integrated and flexible payment solution, Blackbaud continues to empower organizations to achieve their missions and

drive positive change.

Learn more about Blackbaud Integrated Payments [here](#), and explore Blackbaud Partners offering Blackbaud Integrated Payments processing [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, India 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; 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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