



## Blackbaud and Constant Contact Release Strategic Integration to Enhance Digital Engagement for Social Impact Organizations

July 8, 2025

*Integration Between Blackbaud Raiser's Edge NXT® and Constant Contact Puts Best-in-Class AI-Powered Digital Marketing Tools into the Hands of Fundraisers*

CHARLESTON, S.C., July 8, 2025 /PRNewswire/ -- [Blackbaud](#) (NASDAQ: BLKB), the leading provider of software for powering social impact, and [Constant Contact](#), the leading provider of digital marketing tools for small businesses and nonprofits, today announced the initial release of a [strategic integration](#) to transform digital engagement across the social impact sector.

This groundbreaking collaboration will embed Constant Contact's powerful AI-driven digital marketing platform within Blackbaud Raiser's Edge NXT®, the world's most popular fundraising software. Connecting these best-in-class platforms empowers social impact customers to reach and engage supporters more effectively using leading email, SMS, social media and other digital marketing functions, all through an embedded experience in Raiser's Edge NXT.

"We see tremendous potential for our social impact customers with this partnership," said Sudip Datta, chief product officer, Blackbaud. "Raiser's Edge NXT delivers unmatched fundraising capabilities, starting with a data model that's purpose-built for our social impact users and supercharged with our own fundraising-optimized AI tools. Constant Contact brings a world-class digital marketing platform with innovative AI and automation capabilities. Marrying the two solutions in a way that leverages the strengths of each gives our customers the best tools available to strengthen relationships with supporters and drive fundraising success—so that every communication and interaction are connected."

Frank Vella, CEO, Constant Contact added, "Bringing Constant Contact and Raiser's Edge NXT together enables us to help nonprofit organizations elevate their fundraising through more effective marketing. Uniting the data from our two platforms unlocks a holistic view of donor behavior and allows for AI-powered personalization and tailored messaging to constituents at scale. The result is the ability to send the right message to the right audience at the right time."

### Key Benefits for Raiser's Edge NXT Customers:

- Enhanced Supporter Engagement:** Constant Contact empowers Raiser's Edge NXT users to create highly personalized journeys for their supporters through dynamic email, SMS, and social outreach campaigns tailored to each supporter's interests and interactions, utilizing the rich constituent data within Raiser's Edge NXT.
- Accelerated Campaign Creation:** Constant Contact's AI-powered platform creates turnkey marketing campaigns in minutes, including recommended copy, imagery, email templates, and an ideal communication schedule for each element of the campaign. This significantly reduces the time required to start sending multi-channel campaigns without sacrificing message quality or campaign performance.
- Streamlined Operations:** The seamless integration between Raiser's Edge NXT and Constant Contact eliminates the need for manual data transfers between systems. This simplifies automation and personalization of outreach based on supporter interactions and characteristics. Blackbaud customers can easily import constituent lists, update subscription preferences to comply with supporter consent, and retain selected fields from Raiser's Edge NXT in their Constant Contact accounts.

Raiser's Edge NXT fundraising capabilities, combined with the power of Constant Contact's digital marketing platform, will provide shared customers with the best solution on the market for accelerating online fundraising and responding quickly to changing campaign priorities. This project reflects the combined efforts of the Blackbaud and Constant Contact teams to enhance and strengthen offerings to support the social impact work of Raiser's Edge NXT customers.

A phased rollout of the integration begins this month to a limited number of Raiser's Edge NXT customers, with general availability expected in early August. All Raiser's Edge NXT customers will have access to a Constant Contact trial within their software; an active subscription for Constant Contact is required to benefit fully from the value of this new offering. Find more information about the integration and how it can benefit your organization [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](http://www.blackbaud.com) or follow us on [X/Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

### About Constant Contact

[Constant Contact](#) makes digital marketing easy and effective for small businesses and nonprofits across the globe. Whether just starting or managing complex multi-channel campaigns, SMBs benefit from our powerful SaaS platform that delivers a simplified marketing experience with less time spent and better results. With cutting-edge technology, best-in-class deliverability, and award-winning customer support, we help the small stand tall.

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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](http://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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