



Blackbaud Announces Platform for Good™, Social Impact's First-Ever Unified Operating System

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The new connected foundation for all Blackbaud products will help organizations identify growth opportunities, expand capacity and move from information to action with greater confidence than ever before

COLUMBUS, Ohio, Sept. 29, 2026 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading provider of AI-powered solutions for social impact, today unveiled Platform for Good™, Blackbaud's unified operating system that brings social impact workflows together into a single connected pipeline, all working from the same intelligence.

"Last year, we demonstrated what's possible when we move our products from systems of record to systems of intelligent action," said Mike Gianoni, president, CEO and vice chairman of the board of directors, Blackbaud. "This year, we're showing the transformative possibilities when all our products, data, AI and expertise work as one powerful operating system that learns from every interaction and gets smarter with every product run on it."

The Platform for Good evolution—which was announced on stage at [abicon](#), Blackbaud's annual customer conference—does not require any action from existing customers; it seamlessly unites Blackbaud's entire ecosystem of products under the surface, powered by a shared architecture:

- **The Data Core:** This layer brings together differentiated data assets including the Blackbaud Philanthropic Dataset, research and industry datasets from the Blackbaud Institute, and Blackbaud Giving Search, creating a uniquely sector-specific foundation for intelligence.
- **The Intelligence Layer:** This layer is powered by Blackbaud's proprietary Social Impact Signal Graph, which connects signals across the social impact ecosystem to surface patterns, relationships, and context, transforming data into intelligence grounded in how the sector works.
- **The Action Layer:** This is where Blackbaud's AI moves from intelligence to execution through AI-powered assistants, agents, and workflows that help organizations take action, with appropriate human oversight and control.

The result is not a single-point solution but a connected operating system for social impact, underpinned by embedded risk management and responsible AI practices and extensible through a connected network of partners, donors and developers.

Blackbaud today also announced a broad portfolio of innovations that will continue to strengthen the compounding value of its Platform for Good, including:

- **The debut of [Lantern](#)™, the first domain-specific language model purpose-built to optimize fundraising intelligence.** Developed through a strategic collaboration with Databricks, Lantern is built on more than four decades of experience in fundraising workflows, decisions and results, so that it understands giving behavior rather than buying behavior. Embedded in The Intelligence Layer, Lantern will power tailored intelligence directly where customers already work.
- **An expanding family of Agents for Good™.** Blackbaud announced advancements to the Development Agent, which expands fundraising teams' capacity by identifying and engaging unassigned donors, and introduced the Data Health Agent, a continuous data steward designed to detect and address data issues making high-volume cleanup easier through review-and-approve workflows. Blackbaud also previewed agentic experiences for finance and education.
- **The next chapter of Blackbaud Raiser's Edge NXT®.** Blackbaud unveiled the next chapter of its industry-leading fundraising CRM, rebuilt from the ground up as a native cloud, AI-powered platform with embedded intelligence, automation, and connected data. The platform now includes purpose-built AI that surfaces high-potential prospects and giving signals, plus Strategy Assistant, which delivers benchmarks and AI-powered recommendations directly in the flow of work — drawing on more than \$1 trillion in giving history tracked through Raiser's Edge NXT.
- **The introduction of Blackbaud Marketing™.** Built for nonprofit marketers and fundraisers and embedded within Raiser's Edge NXT, Blackbaud Marketing is designed to help teams plan campaigns, identify audiences, coordinate engagement across channels and optimize performance using connected constituent and fundraising intelligence.
- **More connected, intelligent financial workflows.** Blackbaud introduced its vision for an Accounts Payable Agent in Financial Edge NXT®, designed to review invoice details, prepare cash-aware payment runs and stage recommendations for human approval. Blackbaud also announced its next-generation Payment Assistant™ through a strategic partnership with [BILL](#), as well as Deposit Connect™, which automatically brings gift, fee, and disbursement data together across Raiser's Edge NXT, Blackbaud Integrated Payments, and Financial Edge NXT.
- **A new way to support student outcomes in higher education.** Blackbaud unveiled the Higher Education Connected Campus solution, which brings the student lifecycle together with advancement, finance, awarding and payments. A new model made possible through Blackbaud's [partnership with Student First](#), this solution gives institutions a powerful new way to see the whole institution, act sooner, and connect every dollar to the student outcomes it makes possible.

Together, these announcements demonstrate how Platform for Good connects data, purpose-built intelligence and action across the solutions social

impact organizations rely on. Customers can adopt capabilities as they become available while continuing to work within the Blackbaud products and workflows they use today.

About Blackbaud

[Blackbaud](#) (NASDAQ: BLKB) is the world's leading provider of AI-powered solutions for social impact. Serving nonprofits, educational institutions, companies committed to corporate social responsibility, and individual change makers, Blackbaud propels impact at scale with the sector's most intelligent solutions for fundraising and engagement, education solutions, financial management and CSR and grantmaking. With the deepest expertise powered by the world's largest philanthropic data set, the most connected workflows, and the most powerful impact network, Blackbaud's solutions are building a future where resources are unleashed at the speed of need. Blackbaud has been recognized by Fast Company, Newsweek, Quartz, Forbes and more for AI innovation, responsible leadership and workplace excellence. 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.

The logo for Blackbaud, featuring the word "blackbaud" in a lowercase, sans-serif font. The letter "b" is stylized with a small registered trademark symbol (®) to its upper right.

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