

## PRESS RELEASE

### **Blackbaud eTapestry Contact Management Solution Now Available to Smaller UK Charities**

*Free 30-day trial and three affordable pricing packages added*

**London (16 November, 2011)** – [Blackbaud Europe Ltd](#) (NASDAQ: BLKB) today announced the availability of the Blackbaud [eTapestry](#)® product in the UK market to support smaller charities in growing their supporter networks for fundraising and communications. eTapestry is an affordable web-based contact management solution specifically designed for smaller not-for-profit organisations that is available in three packages starting from £65 per month. A 30-day free trial is also available to allow charities to try before they buy.

Over 7,000 not-for-profits already use Blackbaud eTapestry to help them grow their donor/supporter base, engage with donors more effectively and communicate with supporters and prospects online through built-in eMarketing tools.

“Blackbaud is introducing eTapestry to the UK in response to market feedback from smaller not-for-profits that want to get up and running quickly,” said Jerome Moisan, Blackbaud Europe’s managing director. “eTapestry can be set up in just minutes, enabling charities to engage immediately with their donors and supporters. They can then manage those relationships, track donor and supporter information quickly, and view pertinent analysis results for campaign planning, such as recent gifts, top donors and KPIs.”

eTapestry is a cloud-based offering, accessed through a Web browser, to provide an online fundraising database that is easy to use and accessible from any location with Web access by an unlimited number of users. Charities can get started quickly by importing existing data from Excel, and immediately begin tracking donors, prospects, members, and/or alumni. A management dashboard allows charities to immediately understand current status with gifts, pledges, payments. Because eTapestry is cloud-based, upgrades, maintenance, backups and data security are managed and monitored for the organisation by Blackbaud, enabling a charity to focus on its mission rather than maintaining software.

#### **eTapestry is available to UK charities in three packages**

All packages include access to the web-based fundraising and contact management database, unlimited user licenses, email and chat support, unlimited on-demand training and mobile access. Each package’s increasing functionality enables the solution to grow with the charity as it succeeds.

**1. The Starter package** is £65/month and includes online fundraising and eMarketing tools, and an import wizard to help get organisations up and running quickly.

**2. The Essentials package** is £130/month and includes all the features of the Starter package, plus executive and benchmark reporting, Microsoft Outlook email integration, three online fundraising forms, eMarketing tools, instructor-led online classes, basic data conversion, and implementation consulting hours.

**3. The Pro package** is £250/month and includes all of the above features, plus a National Change of Address service, role-based security and admin, five online fundraising forms, eMarketing tools,

## PRESS RELEASE

the ability to create donation, signup, and event registration forms, and additional time with eTapestry consultants to assist with setup.

In addition to the packages, to make it easier for not-for-profits to get started with eTapestry, organisations can import their data from Excel or use sample data to evaluate the system through a free 30-day trial. Also, included in the trial are the on-demand video tutorials to help all users to more effectively use the solution.

For more information about eTapestry, visit [www.blackbaud.co.uk/etapestry](http://www.blackbaud.co.uk/etapestry)

### About Blackbaud

Blackbaud Europe Ltd is a division of Blackbaud Inc. (NASDAQ: BLKB), the leading global provider of software and services designed specifically for not-for-profit organisations. Serving the not-for-profit and education sectors for 30 years, Blackbaud combines technology and expertise to help organisations achieve their missions. Blackbaud works with more than 25,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organisations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organisations raise more than \$100 billion each year. Recognised as a top company by Forbes, InformationWeek, and Software Magazine and honoured by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom. For more information, visit [www.blackbaud.co.uk](http://www.blackbaud.co.uk).

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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. 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 related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; 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](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.