

PRESS RELEASE

Blackbaud Europe Partners with CCR Data to Help Charities Improve Data Quality

New data cleansing and enrichment services help organisations be more effective

London (14 November, 2011) – [Blackbaud Europe Ltd](#) (NASDAQ: [BLKB](#)) today announced a new partnership with data quality specialist [CCR Data Ltd](#) that will offer not-for-profits in the UK superior data cleansing and enrichment opportunities for their supporter databases. The aim is to assist not-for-profits in maximising the value of their data and campaign returns.

Each year in the UK, 200,000 people relocate; half a million addresses are changed by the Royal Mail; a quarter of a million people sign up to the Mailing Preference Service (MPS); and more than 600,000 people die. Direct mail sent to deceased individuals is the single largest cause of complaints to the Information Commissioners Office. As another example of the impact of incorrect data on fundraising, Blackbaud studies have shown that a misspelled last name decreases gift size by 12%.

“Information in an average mailing database decays at a rate of 20 percent a year, meaning that out of a supporter database of 100,000 records approximately 10,000 will be incorrect within six months – a figure no charity can afford to ignore,” said Edward Spicer, CCR Data’s managing director. “Clean data significantly reduces campaign wastage and costs, and improves ROI. Over the last 15 years we’ve developed leading solutions for advancing data quality as the cornerstone of direct communications. We are happy to be working with Blackbaud in providing our solutions to help charities increase their effectiveness.”

“Data accuracy and quality are critical in enabling an organisation to reach the right audiences, keep in contact with regular donors, and maintain valuable long-term supporter relationships,” said Jerome Moisan, Blackbaud Europe’s managing director. “Charities don’t get the best returns from their campaigns when their data is not in optimum condition. Our partnership with CCR Data means we can offer our customers advanced data cleansing and the advantages of additional data enhancement in a managed and seamless process.”

Data enrichment, including email addresses, age, wealth and lifestyle information, can uncover valuable facts and insight into supporter profiles and behaviour. Such rich data enables a precise and insightful single supporter view for informed fundraising and communications strategies.

Industry standards recommend that organisations clean their data on a monthly or quarterly basis. Clean and up-to-date data is not only required for best practice and regulatory compliance, but is essential for effective and profitable fundraising and supporter relationship management.

Eliminating the need for a third party process, customers can now benefit from the following data enhancement services managed through Blackbaud Europe:

Data Enrichment

- Multiple Variables for additional fields (including email addresses, age and income).
- Wealth Profiling of 250,000 of the wealthiest UK individuals (including wealth bands, investment types, philanthropic and charitable propensity).

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- Data Profiling to provide lifestyle, purchasing and demographic information.

Data Cleansing & Suppression

- Goneaway Identification
- Forwarding Address
- Bereavement Processing
- Preference Files

For more information visit <http://www.blackbaud.co.uk/des>

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.

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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 or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.