

## PRESS RELEASE

### **Blackbaud Boosts Critical Not-for-Profit Management Efficiencies With The Raiser's Edge® Health Check**

*New service helps users maximise value and integration*

**London (27<sup>th</sup> July 2011)** – Blackbaud Europe Ltd (Nasdaq: [BLKB](#)) today announced a new consultancy service that aims to help not-for-profits further unlock power from the sector's leading fundraising and CRM system [The Raiser's Edge®](#). Never before has the effectiveness and efficiency of fundraising technology been so critical as competitive pressure and market conditions are driving the need for not-for-profits to improve their operations. With more than 13,000 not-for-profits managing their CRM and fundraising through The Raiser's Edge, Blackbaud aims to support users in optimising their usage for greater returns and compliance with best practice.

The Raiser's Edge Health Check is designed to identify critical issues in the health and well-being of not-for-profits using The Raiser's Edge to ensure they are getting the most from the system. "Many of our clients have successfully been using The Raiser's Edge, growing their ambitions and strategies at the same time as Blackbaud has been developing and broadening the system's capabilities," said Azadi Sheridan, Blackbaud professional services practice manager. "It's crucial that we empower our clients in their usage. We want to help them apply The Raiser's Edge capabilities as effectively and efficiently as possible to realise its true value and ultimately to achieve more for their organisations."

Blackbaud's new Health Check provides a specialist external review of the current and potential usage of The Raiser's Edge in meeting the organisation's goals and ambitions. Through a choice of a two or four day analysis, a Blackbaud consultant works with the client's user teams across the organisation to review current operational processes and to uncover areas within The Raiser's Edge system that may not be used to full advantage.

International aid charity, Magen David Adom UK (the British arm of the Israeli Red Cross) recently participated in The Raiser's Edge Health Check. Daniel Burger, deputy chief executive, felt the exercise brought insightful and valuable recommendations to the organisation and said, "The Raiser's Edge Health Check gave us a fresh pair of eyes, a professional and experienced consultant who was able to look from the outside in with both practical and strategic vision. The resulting report has identified areas in our fundraising process where we can immediately improve and tighten up, plus it's provided us with a useful tool for assessing and developing our internal processes going forward. It was a very helpful exercise and something I would recommend to all users of The Raiser's Edge."

A comprehensive report with practical recommendations is provided to assist the organisation plan, develop and implement valuable improvements, and/or to develop new and complementary business processes, for greater efficiencies and results. Core focus areas include:

- **Data** - opportunities for data cleanup, data hygiene, and system configuration improvements.
- **Best Practice** - suggestions and case study learnings for improving best practices (UK and international).

## PRESS RELEASE

- **Business Process Alignment** - suggestions for improving specific business processes to maximise the functionality of The Raiser's Edge.
- **Integration** - advice on how to match those business processes with components of The Raiser's Edge not currently in use and guidance on how to use them to get more out of the system.
- **Efficiency** - Guidance to become more effective in today's competitive environment.

The Raiser's Edge Health Check is available to all licensed users and benefits those that recognise the need to improve the way their organisation conducts its business but are unsure how to get started and may not be ready for a complete business process audit.

For more information, visit

[http://www.blackbaud.co.uk/services/consulting/healthcheck/bbe\\_healthcheck.aspx](http://www.blackbaud.co.uk/services/consulting/healthcheck/bbe_healthcheck.aspx)

### About Blackbaud

Blackbaud Europe Ltd, is a division of Blackbaud Inc., the leading global provider of software and services designed specifically for not-for-profit organisations, enabling them to improve operational efficiency, build strong relationships, and to raise more money to support their missions. Since 1981, Blackbaud's sole focus and expertise has been partnering with not-for-profits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. More than 1,200 not-for-profit organisations across the UK and Europe – including Cancer Research UK, CRISIS, Breast Cancer Care, National Trust, British Museum, British Heart Foundation, University of Cambridge and English National Opera – use one or more of Blackbaud products and consulting services for in-house and online ticketing, marketing, website management and fundraising. For more information, visit [www.blackbaud.co.uk](http://www.blackbaud.co.uk).

### Media contact

For Blackbaud Europe

Jenny Turner, TurnerPR Ltd

Tel: +44 (0)1932 859 617 or +44 (0)7940 472 653

[jenny@turnerpr.co.uk](mailto:jenny@turnerpr.co.uk)

### Forward-looking Statement

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.