

Blackbaud announces UK release of The Raiser's Edge(i) to provide not-for-profits with one hosted solution for fundraising and online marketing

World's most widely-used fundraising solution available in new package with email marketing, online fundraising and application hosting

London (17th January 2011) – Blackbaud Europe, a division of Blackbaud, Inc. (Nasdaq: BLKB™) today announced the availability of The Raiser's Edge(i)®, a hosted, single fundraising solution bringing together offline and online fundraising, communications and donor relationship management. Until now, many suppliers have tried to bridge the gap between offline and online by providing integration between various tools. Blackbaud recognises that the only real answer is to have “one” fully integrated solution.

The Raiser's Edge(i) provides an easy to use and affordable single solution to track all the details associated with building profitable donor relationships and enables organisations to communicate with supporters the way they want to be communicated with. The integration of powerful new online marketing functionality enables online donation and registration, email and SMS communications, and targeted fundraising campaigns, to help not-for-profits acquire, engage, and cultivate donors. Specifically included for the UK market is crucial Gift Aid capture.

“More than 13,000 not-for-profits around the world already use The Raiser's Edge for offline donor management and now The Raiser's Edge(i) provides everything a charity needs for complete and integrated off and online fundraising and marketing within a single solution,” said Martin Jervis, Vice President and Managing Director of Blackbaud Europe. “Fundraising and supporter relationship management has changed significantly in recent years with donors, fundraisers and stakeholders alike expecting to engage, be engaged with, share and feel like they are part of the organisation they choose to support. It is a challenging and competitive time for the charity sector being largely driven by the Internet and its evermore incorporation into our daily lives. For me, The Raiser's Edge(i) is the most exciting opportunity for not-for-profits for some time, aligning with today's actual needs and market expectations. I am confident it will help launch charities into a new decade of vigorous fundraising and supporter development.”

Not-for-profits can easily create targeted campaigns, manage their eNewsletters, and create HTML emails with The Raiser's Edge(i) sophisticated email marketing tools. With the solution's online fundraising capabilities, nonprofits can send appeals; create dynamic donation forms with Gift Aid capture; track and record online and offline giving in one system; and access giving history and donor profiles. In addition, users have access to fundraising and marketing results through a customisable dashboard and powerful reporting tools.

The Raiser's Edge(i) enables organisations to better communicate with their supporters and to review and develop progressive strategies through segmentation, analysis, and reporting features.

The Raiser's Edge(i) also helps not-for-profits:

- **Strengthen relationships and facilitate communication with donors and prospects across channels** – with access to extensive profiling and demographic information for any individual or organisation.
- **Fully process and store any type of gift** – making it easy to record detailed information for all types of gifts and pledges for both online and offline transactions, including Gift Aid.
- **Make well-informed decisions with data from easy-to-access reports** – with instant access to more than 200 flexible, pre-formatted reports, and configurable dashboards to receive up-to-the minute analysis of fundraising performance of their online and offline marketing and fundraising activities.

And, with integrated payment processing and Blackbaud Application Hosting, not-for-profits can focus on their mission instead of keeping their technology up and running.

Visit www.blackbaud.co.uk/rei for more information.

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 raise more money to support their missions. 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

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.

Media contact:

For Blackbaud Europe please contact:

Jenny Turner, TurnerPR - Tel: +44 (0)1932 859 617 or +44 (0)7940 472 653 or 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 or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.