

## PRESS RELEASE

### **Blackbaud Europe Launches New Mobile Platform**

*Transforming mobile giving and supporter engagement*

**London (10<sup>th</sup> October, 2011)** – Blackbaud Europe Ltd (NASDAQ: [BLKB](#)) today announced the launch of [Blackbaud Mobile](#)™, a mobile platform for the UK not-for-profit market. Blackbaud Mobile enables interactive fundraising and supporter engagement via smartphone and social media fully integrated with an organisation’s fundraising programme and CRM.

“So far, mobile fundraising has been the modern equivalent of the collection tin – anonymous with no chance for continued engagement,” said Mark Grisdale, Blackbaud Europe’s commercial director. “Blackbaud Mobile is a complete platform that brings mobile to the level of other fundraising channels, making it interactive and productive.”

Blackbaud Mobile provides text giving using the dedicated charity five digit short-code 70xxx, with automated Gift Aid recovery. Beyond text giving, the platform enables a host of supporter engagement opportunities via two-way interactive text communications; integration with social media, including Facebook, Twitter and LinkedIn; and functionality to support QR codes for offline campaigns.

The platform captures mobile phone numbers and full contact details to ensure the organisation has the information needed for supporter development. Blackbaud Mobile marries the mobile and contact information with complete back-end marketing and communications tools, and real-time monitoring and analysis.

Mobile giving history can be integrated with [The Raiser’s Edge](#)® to provide complete fundraising programme management and one view of the support that includes all channels. With Blackbaud Mobile, the logistical and manual administration burden of mobile as a separate fundraising channel is eliminated.

“Blackbaud Mobile gives not-for-profits tactical control, reporting and invaluable insight,” said Robert McAllen, Blackbaud Europe’s European markets product manager. “These organisations can now fully embrace mobile in their fundraising strategies with interactive supporter communications and engagement.

“With over 60 million mobiles to reach out to in the UK and successes like Comic Relief raising £15.1m this year via mobile, it is time mobile comes to par with other fundraising channels. Blackbaud Mobile takes this step.”

#### **Blackbaud Mobile – Key Features**

- **Multi-channel fundraising and marketing:** fast and easy co-ordination across online and offline communications channels.
- **Digital and social media integration:** simple integration of Facebook, Twitter and LinkedIn; email, integrated video, and QR codes.

## PRESS RELEASE

- **Text giving:** with a dedicated short code or WORD code for tax effective giving and automated Gift Aid recovery; ideal for fundraising campaigns and appeals, lotteries and competitions.
- **Two-way interactive text communications:** enabling outbound and free-to-user inbound supporter engagement such as news alerts, advocacy, adoption schemes, volunteering opportunities, competitions, campaigning and lobbying via text voting, polls, and petitions.
- **Emergency appeals:** enabling not-for-profits to set up an appeal within minutes.
- **Regular giving:** recurring, yet variable, gift values through text subscriptions.
- **Events fundraising:** gives individuals and organisations real-time thermometer style 'totometer' to graphically show fundraising totals.
- **Reporting:** tracking, monitoring and analysis in real time to instantly measure the effectiveness of campaigns, by type of media and type of donation.
- **Integration:** fundraising management and single view of a supporter with integration to The Raiser's Edge.

For more information please visit [www.blackbaud.co.uk/mobile](http://www.blackbaud.co.uk/mobile)

### 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 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:

Jenny Turner, for Blackbaud Europe  
+44 (0)1932 859 617  
+44 (0)7940 472 653  
[jenny@turnerpr.co.uk](mailto:jenny@turnerpr.co.uk)

### 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

## PRESS RELEASE

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.