

PRESS RELEASE

Blackbaud's Intelligence for Good™ Leverages Advanced Analytics to Transform Data into Mission-Based Outcomes

Tech leader's unrivaled AI-enabled analytics unleashes the power of big data for the social good community

Charleston, S.C. (July 27, 2017) – Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today reported that new AI-enabled analytics offerings are available to serve healthcare institutions, higher education institutions and nonprofits. This announcement comes just months after the company announced Intelligence for Good™, its unique approach to optimized intelligence for the social good community.

“As we continue to rapidly innovate, it's exciting to see customers take advantage of our advanced, AI-enabled analytics to make smarter decisions,” said Richard Becker, president of Blackbaud Target Analytics™. “Organizations are leveraging our intelligent solutions to transform data into high-impact predictive and prescriptive insight that turn their fundraising, advocacy and other interactions into more powerful outcomes.”

Blackbaud Extends Analytics Capabilities within Industry-Leading Healthcare Solution

Blackbaud has enhanced its industry-leading Patient Conversion Model™, which leverages proprietary donor data for advanced insight, to include new capabilities for population health management and patient marketing. The solution leverages a universal patient identifier for identity management resolution and offers a new suite of personal wellness and financial insight that enables both geographic-based prospecting and patient remarketing campaigns.

For the healthcare and hospital market, identifying opportunities to positively affect the population health needs of the community is a primary objective of many hospitals. AI-enabled insight assure cost-effective outreach and audience-specific communication that improves both the population health and addresses the budget concerns of healthcare customers.

“Our latest upgrade came with comprehensive data services wrapped in, allowing us to segment and identify potential donors based on demographics and predictive information like household income and whether they had children—information that helped us make smart decisions as we prepare for a capital campaign.” — Lauren Short, Annual Giving Manager at Riverside Healthcare

Blackbaud Introduces New Campus-Wide Solutions for Higher Education Institutions

Blackbaud released a new Athletic Giving Model™ solution designed to help athletic departments raise more money through the expanded university community and athletic program supporters. “This is the first Target Analytics solution built specifically for athletic departments and booster clubs, expanding universities' fundraising reach beyond alumni,” noted Becker.

Colleges and universities have many campus visitors including prospective students, ticket buyers, athletics supporters and event-goers. With a dynamic and diverse set of individuals engaging with universities on a regular basis, higher education institutions are looking for intelligence that identifies visiting VIPs in real time so they can build relationships with potential donors. Blackbaud's Alumni Analytics Solution enables on-demand wealth screenings and provides actionable insight for every campus visitor, putting the power of AI in the university's hands.

“Our major gift officers now believe that these predictive analytics can get them in the right living rooms, sitting with the right people who really want to make a difference by donating to the University.” —Margaret Williams, Director of Prospect Research for University of South Dakota Foundation

PRESS RELEASE

New Solution Allows Nonprofits to Understand and Use Affluence Data to Grow Donor Base

Blackbaud also recently introduced Affluence Insight™, a new donor segmentation and research tool, enabling the identification of annual, mid-level and major gift prospects. Designed for nonprofits, researchers and direct marketers, it provides detailed financial attributes and an affluence-driven segmentation system that combines giving behavior, demographics and financial information for high-value prospect identification.

Affluence Insight offers the ability to use AI-powered analytics to identify high-value donor prospects and predict a prospect's likelihood to give with unparalleled accuracy.

"It's important for us to show our leadership that the technology we have is helping us drive the mission and program further, such as allowing us to confidently reach every individual through their preferred channels. As we continue to ask what is possible within our organization, we are really relying on Blackbaud to help us determine what's next, and I think the sky is the limit." — Andy Schroeder, Director of Development for the Sisters of Charity

For organizations driven to make smarter decisions faster, Blackbaud's Intelligence for Good offers the market's only set of fully social-good optimized intelligence capabilities, bringing together the power of AI, analytics, big data and expertise built on the world's most robust industry-specific data set.

For more information about Blackbaud's latest Target Analytics solutions visit www.blackbaud.com/target-analytics. For more information about Intelligence for Good, visit www.blackbaud.com/IntelligenceForGood.

About Blackbaud

Blackbaud (NASDAQ: [BLKB](#)) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada and the United Kingdom. For more information, visit www.blackbaud.com.

Media Contact

Nicole McGougan
Public Relations
843-654-3307
media@blackbaud.com

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 associated with management of growth; lengthy sales and implementation cycles, particularly in larger

PRESS RELEASE

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.