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Jan. 18, 2011

CHARLESTON, S.C. – Blackbaud, Inc. (Nasdaq: BLKB) today announced the release of a report focused on fundraising trends based on monthly findings from The Blackbaud Index and featuring commentary from Dave Strauss, president and chief executive officer of SCA Direct. Additionally, Blackbaud announced the release of a new specialty index focused on environmental and animal welfare organizations.

“With the elections behind us, and the economy and markets improving, fundraising results have started to stabilize,” said Chuck Longfield, Blackbaud’s chief scientist and creator of The Blackbaud Index. “The Blackbaud Index of Charitable Giving has shown positive growth for four consecutive

months, however, the U.S. is still a long way from putting its economic house in order. I expect 2011 to continue the trend of the past 4 months with slow but steady improvement across most industries and organizations.”

The Blackbaud Index of Charitable Giving and The Blackbaud Index of Online Giving are updated on the 15th of each month and are based on a three-month moving average of year-over-year percent changes in charitable giving. They represent the most comprehensive and timely sources of charitable giving available. (More on the methodology is available at [www.blackbaud.com/blackbaudindex](http://www.blackbaud.com/blackbaudindex).)

### **The Blackbaud Index of Charitable Giving**

The Blackbaud Index of Charitable Giving reports that overall giving remained relatively flat with a small increase of .3% for the three months ending November 2010, as compared to the same period in 2009. This trend is based on \$2.2 billion in 12 months’ charitable revenue from 1,468 nonprofit organizations.

Blackbaud also releases additional data and analysis that reports on organizations

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in 2009. This was the first time in 2010 that online giving dropped below double digit percentage growth. This trend is based on \$421 million in 12 months' online charitable revenue from 1,679 organizations.

The Index found that three-month online giving for small organizations (prior year revenue of < \$1 million) increased 20.2% in November, while online giving at medium organizations (prior year revenue of \$1 – 10 million) increased 4.8%, and online giving at large organizations (prior year revenue > \$10 million) increased 8.3%.

### **The Blackbaud Index – Environmental and Animal Welfare**

The Blackbaud Index of Charitable Giving reports that environmental and animal welfare organizations had an overall giving increase of 3.2% for the three months ending November 2010, as compared to the same period in 2009. This trend is based on \$259 million in 12 month online charitable revenue from 93 organizations and indicates an increase after three negative months.

The Blackbaud Index of Online Giving reports that environmental and animal welfare organizations had an online giving increase of 15.8% for the three months ending November 2010, as compared to the same period in 2009. This trend is based on \$18 million in 12 month online charitable revenue from 109 organizations and continued the double digit percentage online growth trend.

Dave Strauss, president and chief executive officer of SCA Direct, a direct marketing agency specializing in programs that build donor/member loyalty, provided

commentary on The Blackbaud Index in a report that accompanied this month's update. "There are two events that greatly affected conservation and environmental organizations in 2010," said Strauss. "First, the bump you see in May, June and July has to do with the BP oil spill. Many environmental

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in 2010 is only the beginning. "In the next two to five years, we're going to see even larger shifts to online channels," said Strauss. "Nonprofits should evaluate their online contact strategy and integration between on and offline as it is critical to understanding how an organization is interacting and reacting with its supporters."

Diane Clifford, senior vice president of marketing and constituent development at Defenders of Wildlife reported that the organization saw a similar online trend identified by The Blackbaud Index with a Q2 bump in fundraising revenue related to the BP oil spill, then smaller increases through year-end. "Our offline revenue followed the overall Index trends," she said. "With the drop in consumer confidence and the stock market over the summer, we experienced declining offline response rates, which stabilized in November and ticked up in December. We're most strongly feeling the impacts of reduced acquisition over the last several quarters and plan significant investments in 2011 to build back both the online and offline files."

According to Anne Senft, vice president of membership and online marketing at National Wildlife Federation, 2010 was a very solid year for the organization, largely because of fundraising around the oil spill. She noted that even pulling out disaster-related giving, the organization's year-over-year fundraising revenues were still steady. "We saw an increase in revenue in May, June, and July and again saw an increase in year-end fundraising," she said. "A lot of that had to do with the residual effect of the oil spill and the fact that we received a lot of national media because of our work in the Gulf."

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Technology

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