

PRESS RELEASE

National Trust Partners with Blackbaud to Overhaul Volunteer Management

*Blackbaud CRM selected to underpin new vision for
volunteering and ultimately improve the visitor experience*

London (1 April 2014) – The [National Trust](#) is investing in its 70,000-strong volunteer network with a new Customer Relationship Management (CRM) solution from software and services firm [Blackbaud](#) (NASDAQ: [BLKB](#)).

“The National Trust couldn’t operate without our 70,000 volunteers, who contribute more than three million hours every year,” said Mike Elliott, National Trust’s programme manager for volunteering systems and processes. “However, we need to manage and engage with our volunteers in a much better way and a key part of doing that will be the deployment of [Blackbaud CRM](#)™. If we get this right, we will free up staff time and ensure that every one of our volunteers has a great experience. This should increase volunteer recommendation and visitor enjoyment KPIs, after all it is our volunteers who deliver a fantastic experience to our visitors.”

The National Trust was founded in 1895 with the aim of preserving some of the most important places across England, Wales and Northern Ireland for the benefit of the public. Today the charity cares for 600,000 acres of countryside, 742 miles of coastline and over 300 historic houses and gardens – enjoyed by 20 million visitors each year (200 million for coast and countryside) and the Trust’s 4.1 million members. The National Trust is heavily reliant on its volunteers, but it was becoming clear that the whole volunteer experience needed to be managed more effectively.

Blackbaud CRM will be rolled out on a staged basis, beginning in March with the creation of a database to hold all volunteer data, supporting communication and volunteer management. Currently, the information is held on various systems so Blackbaud CRM will centralise the data in one place in a more secure manner.

The next stages in the roll-out will be:

- Automated expenses for volunteers, reducing errors and speeding up the current paper-based process for claimant and approver
- A system to support the creation of volunteer schedules, saving property staff time and giving greater autonomy to volunteers
- A volunteer recruitment system, making it quicker and easier to attract new volunteers and get them started

The National Trust recognises that not everyone is confident using technology, so it was critical for any new system to be easy-to-use for both staff and volunteers. Another major factor for National Trust was accessibility. With a number of its places in challenging and remote locations, the new system needed to be cloud-based so volunteers could access it from anywhere. After evaluating a range of vendors, National Trust selected Blackbaud based on its ability to meet these criteria.

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“We needed a single repository, managed locally but nationally administered,” continued Elliott. “Ease-of-use was vital for us – we aim to have 70 per cent of all National Trust volunteers using the system after one year. If we hit that figure it will make an enormous difference to our entire volunteer management programme.”

Blackbaud and National Trust have already worked closely together on the design of the new system and made a number of enhancements to Blackbaud CRM to suit National Trust’s specific needs.

“Blackbaud CRM is a powerful fundraising and relationship management tool but it is equally valuable and effective when deployed as a volunteer management tool,” said Ash Hussain, Blackbaud Europe’s general manager, enterprise CRM. “When you are as reliant on volunteers such as National Trust, the ability to manage them effectively is mission critical. It has already been a collaborative partnership and we look forward to continuing this throughout the roll-out.”

About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organisations achieve their missions. Blackbaud works with more than 29,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organisations of all sizes including: [fundraising](#), [eMarketing](#), [advocacy](#), [constituent relationship management](#) (CRM), [financial management](#), [payment services](#), [analytics](#) digital consultancy and vertical-specific solutions. Using Blackbaud technology, these organisations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands and the United Kingdom. For more information visit www.blackbaud.co.uk

About National Trust

The National Trust looks after more than 250,000 hectares of countryside, 740 miles of coastline and hundreds of special places across England, Wales and Northern Ireland. For more information and ideas for great value family days out go to: www.nationaltrust.org.uk

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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

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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.