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CCR Data Ltd and Blackbaud Europe Announce New Partnership

Blackbaud, Inc. (Nasdaq: BLKB), the leading provider of software and related services designed specifically for not-for-profit organisations, announced today that it is partnering with CCR Data, a leading Royal Mail accredited Data Bureau and Mailing House, to offer a market-leading data enrichment solution.

"We are delighted to be working with Blackbaud on their data enrichment services," said Edward Spicer, CCR Data's managing director. "The not-for-profit sector can really benefit from the cost savings that data enrichment provides, and we believe that the solution Blackbaud offers provides the flexibility and support that these organisations, both large and small, need when undertaking this type of work."

The companies' collaborative offering, MailWise Data Enrichment Services, will enable organisations to communicate more efficiently with their constituents. By reducing the cost of wasted mail and by retaining contact with donors who have relocated, money can be saved and raised.

Blackbaud clients can now receive guidance before undertaking a data enrichment project, as well as support for issues in exporting and importing data. Users of The Raiser's Edge® will be able to easily identify deceased and gone away supporters and stay up-to-date on donor addresses, eliminating the need for manual updates.

MailWise Data Enrichment Services uses the Royal Mail's Postcode Address File to ensure that addresses are correct, which helps lower the number of returned or undelivered items. Users can maintain ethical standards and direct marketing best practices by noting mailing and telephone preferences as well as verifying contacts through the Electoral Roll. The solution also helps organizations group mail by postcodes, qualifying them for Mailsort volume discounts.