

Blackbaud Acquisition of Attentive.ly: *FAQs for Blackbaud Customers*

1. Who is Attentive.ly?

Attentive.ly is a marketing software provider within the Blackbaud Partner Network that offers social media software for nonprofits and other organizations that allows nonprofits to conduct social listening, identify key influencers and drive engagement.

Attentive.ly drives engagement with your campaigns by turning supporters into vocal advocates. The company's plug-and-play solution enriches Digital Marketing suites and CRMs with actionable social behavior data for radically improved response. Attentive.ly powers influencer engagement, fundraising and advocacy campaigns. They have worked with over 165 brands across the nonprofit, commercial and political space helping them understand their supporters and boost engagement. For more information, visit www.attentive.ly.

2. What does the acquisition mean for the two companies?

With a goal of “turning supporters into vocal advocates,” the Attentive.ly platform already integrates into Blackbaud's Luminate Online™ allowing organizations to see conversations in social media, organically grow campaigns and provide a new level of social engagement and connectivity.

CEO and Co-Founder of Attentive.ly, Rosalyn Lemieux will join Blackbaud along with all the company's current employees. Rosalyn will be based in Atlanta, with a team of remote employees working across the United States. They will continue under Rosalyn's leadership to serve our joint customers and to provide innovative social marketing tools to nonprofits around the world.

3. How do customers of Attentive.ly and Blackbaud benefit from this acquisition?

Attentive.ly has already been a partner of Blackbaud's, working to help expand services to the philanthropic community. The first step after acquisition will be enhancing the integration of Attentive.ly into the current Blackbaud Luminate Online™ digital marketing suite. Strengthening our digital marketing tools while also working to add Attentive.ly into our fundraising and relationship management tools will enable a new level of social matching, listening and interaction that will substantially enhance our customer's fundraising and advocacy campaigns.

More specifically, by combining Attentive.ly's innovative software for social engagement with solutions for digital marketing, fundraising and engagement, we will soon be able to offer customers:

- Plug and play cloud tools to enable social listening by finding relevant conversations already happening on social channels
- Improved engagement and conversion with actionable social behavior data integrated into Luminate Online
- An enriched supporter experience with greater cross-channel engagement and connectivity
- Social influencer engagement to amplify their cause, including advocacy, fundraising and awareness-building campaigns

This acquisition also brings expanded advocacy capabilities to Blackbaud customers, specifically in the cause and cure space. Attentive.ly's capabilities will help nonprofits use grassroots social marketing to turn influencers into advocates, raise awareness, and shape broader conversations around issues, bringing about change in legislation at the local, state and federal levels of government.

4. Are there any changes to how I will work with Blackbaud?

You will continue to work with Blackbaud as you do today. Your primary contact on a day-to-day basis continues to be your account manager. Technical Support can be contacted in the same way that you always do. All of your standard business processes remain in place.

5. My organization uses both Blackbaud and Attentive.ly solutions. Who should I call for technical support or other assistance?

You should continue to use your normal contact information for each company / product as you do today.

6. What if I have additional questions?

Please contact Rachel Simon, Product Marketing Manager, at rachel.simon@blackbaud.com or 843-654-3883.