

Blackbaud University Curriculum for Organizational Best Practices

To view all Organizational Best Practices Learning Paths [click here](#).

This curriculum includes opportunities to earn continuing education credits for [CFRE](#) and [CPE](#).



Training Opportunities for Learn More Subscriptions

- In each LEARNING PATH, courses are listed in the order they should be taken
- All courses are 3 hours (180 minutes) unless stated otherwise

Virtual
Instructor-Led

eLearning

LEARNING PATH: FUNDRAISING [← CLICK HEADERS TO VIEW LEARNING PATHS](#)

Impact	•	
Case Statements	•	
Major Giving	•	
Donor Retention	•	
End-of-Year Success	•	
Peer-to-Peer	•	
Stewarding Planned Givers <i>90-Minutes</i>	•	
Stewarding Sustaining Givers <i>90-Minutes</i>	•	
Fundraising Ethics - Part 1		•
Fundraising Ethics - Part 2	•	

LEARNING PATH: MARKETING

Personas	•	
Brand	•	
Welcome Series <i>90-Minutes</i>	•	
Social Media	•	
Crafting Newsletters and Annual Reports <i>90-Minutes</i>	•	

LEARNING PATH: ESSENTIALS

Education: Higher Education Alum Engagement	•	
Events: On a Budget	•	
Events: Virtual Events	•	

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LEARNING PATH: ESSENTIALS (continued)

Executive: Strategy and Change Management <i>90-Minutes</i>	•	
Executive: Leadership Toolkit <i>90-Minutes</i>	•	
Finance: Organizational Collaboration	•	
Finance: Year-End and Audit Plans	•	
Volunteers: Recruitment and Retention	•	

CERTIFICATION

- Take the [Organizational Best Practices Fundraising Exam](#) and get Blackbaud Certified®
- Take the [Organizational Best Practices Marketing Exam](#) and get Blackbaud Certified®

eLEARNING BASICS


- View the [Organizational Best Practices Basics Learning Path](#)

Additional Training Opportunities for *Learn Everything* Subscriptions

Courses that Support Microsoft Product Use

These instructor-led, hands-on courses support Microsoft Excel and Word. Boost your organization's productivity with targeted hands-on learning.

LEARNING PATH: [Microsoft Product Training](#)



Courses that Support
Microsoft Products

North Star Sessions

Get expert guidance from leaders in the social good sector. These insightful and instructive video sessions are available on-demand, 24/7.

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North Star Sessions

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