



BLACKBAUDU CAMPUS IS HERE!
 Blackbaud University's Training Central system is now BlackbaudU Campus.





Blackbaud University Curriculum for JustGiving® from Blackbaud®

To view a course description or launch a class, click through to the JustGiving **Learning Paths**, [here](#).

Courses are listed in the order they should be taken.		Learn Basics	Learn More
SYSTEM MANAGEMENT			
	Integration: Basics of Raiser's Edge Integrations	●	●
BLACKBAUD MERCHANT SERVICES			
	Blackbaud Merchant Services: Basics of the Web Portal	●	●
ORGANIZATIONAL BEST PRACTICES - FUNDRAISING			
	Basics of Fundraising	●	●
	Basics of Peer-to-Peer	●	●
	Basics of Personas	●	●
	Fundraising - Impact		●
	Fundraising - Case Statements		●
	Fundraising - Donor Retention		●
ORGANIZATIONAL BEST PRACTICES - ADVANCED FUNDRAISING			
	Fundraising - End-of-Year Success		●
	Fundraising - Peer-to-Peer		●
ORGANIZATIONAL BEST PRACTICES - MARKETING			
	Basics of Marketing	●	●
	Basics of Impact	●	●
	Marketing - Personas		●
	Marketing - Brand		●
	Marketing - Welcome Series <i>90-Minute Course</i>		●
	Marketing - Social Media		●
	Marketing Certification Exam 2021	●	●
ORGANIZATIONAL BEST PRACTICES - MARKETING: ADVANCED			
	Marketing - Multimedia Storytelling		●
	Marketing - Website Usability		●



 eLearning Course
 Certification

Courses are listed in the order they should be taken.

Learn
Basics

Learn
More

ORGANIZATIONAL BEST PRACTICES - EVENTS

Events - Virtual Events		•
Events - On a Budget		•
Events - Mission Driven		•
Volunteers - Recruitment and Retention		•