

# Blackbaud University Curriculum for Blackbaud Luminate<sup>®</sup>

To view all Luminate **Learning Paths** [click here](#).

Wondering which courses are best for your job role?

- [Click here to explore recommended Learning Paths based on your job role](#)
- [Click here to explore Job Role descriptions](#)

Need to complete your *Fundamentals* training and get **Blackbaud Certified<sup>®</sup>** in a day or two?  
[Check out our online Accelerator Pack events!](#)



## Training Opportunities for *Learn More* Subscriptions

	Virtual Instructor-Led	Virtual Self-Paced
<ul style="list-style-type: none"> <li>• In each <b>LEARNING PATH</b>, courses are listed in the order they should be taken</li> <li>• All courses are 3 hours (180 minutes) unless indicated otherwise</li> <li>• Product certification is required for courses beyond <i>Fundamentals</i> level unless a Prerequisite course is indicated</li> </ul>		
<b>LEARNING PATH: Fundamentals</b> <a href="#">← Click HEADERS TO VIEW LEARNING PATHS</a>		
Fundamentals - Overview and Constituent Management	•	
Fundamentals - Email	•	
Fundamentals - Donations	•	
Fundamentals - Data Analysis	•	
<b>LEARNING PATH: Marketing and Communications</b>		
Optimizing Your Email Performance	•	•
Best Practices: Cultivating an Engaged Email List	•	
Generating an Effective Welcome Series		•
Tailoring Content with S-Tags		•
<b>LEARNING PATH: Website and Form Management</b>		
Crafting Surveys <i>90-Minute Course</i>	•	
Designing Web Pages with PageBuilder <i>90-Minute Course</i>	•	
Surveys and Web Pages		•
Page Wrappers		•
<b>LEARNING PATH: Fundraising</b>		
Growing Your Recurring Gift Program	•	•
Compassionate Tribute Campaigns		•

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 Virtual  
 Instructor-  
 Led

 Virtual  
 Self-Paced

### LEARNING PATH: Events

Calendar Events

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### LEARNING PATH: Peer-to-Peer

Luminate: Setting Up TeamRaiser

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Luminate: Successful TeamRaiser Communications

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Luminate: Empowering TeamRaiser Volunteers

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### LEARNING PATH: Data Analysis

Report Writer

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 Custom Imports *90-Minute Course*

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### LEARNING PATH: Blackbaud Merchant Services

Blackbaud Merchant Services: Basics of the Web Portal

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Integration: Basics of Processing Payments with Blackbaud Merchant Services

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## CERTIFICATION

- Take the [Luminate Online Fundamentals Exam](#) and get **Blackbaud Certified**®

## eLEARNING BASICS

- View the Luminate Online [Basics Learning Path](#)

## ORGANIZATIONAL BEST PRACTICES

- Build your business acumen and social good expertise with these non-product-specific courses
- View the [Organizational Best Practices Learning Path](#)

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# 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](#)



### 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.

**LEARNING PATH:** [North Star Sessions](#)



### Accelerator Pack Events

**LEARNING PATH:** [Accelerator Pack Events](#)

	Day 1	Day 2
	<b>Luminate Online: Fundamentals - Accelerator Pack</b>	
A.M.	Fundamentals - Overview and Constituent Management	Fundamentals - Donations
P.M.	Fundamentals - Email	Fundamentals - Data Analysis

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# Role-Based Learning Paths

Use the **Learning Paths** table below to help you determine which courses to take.

Learning Paths are listed in recommended order, beginning with *Fundamentals*.

Each Learning Path identifies one or more occupational job roles for which training is recommended.

To confirm which occupational roles match your job description, refer to the **Role Descriptions** information that appears below the **Learning Paths** table.

Click on a **Learning Path** to view the associated courses.

## OCCUPATIONAL JOB ROLE

\* [Job Role Descriptions](#) on the next page

Learning Path	Luminate Online System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
<a href="#">Fundamentals</a>	✓	✓	✓	✓	✓	✓
<a href="#">Marketing and Communications</a>	✓	✓		✓		
<a href="#">Website and Form Management</a>	✓	✓		✓		✓
<a href="#">Fundraising</a>	✓		✓			
<a href="#">Events</a>	✓		✓			
<a href="#">Peer-to-Peer</a>	✓				✓	
<a href="#">Data Analysis</a>	✓	✓	✓		✓	✓
<a href="#">Blackbaud Merchant Services</a>	✓					

[Job Role Descriptions](#) ▾ next page | [Return to p.1](#)

## Job Role Descriptions

### System Administrator

- Luminate Online power user, often the main user within an organization
- Maintains the database and performs other administrative tasks

### Communications

- Creates, runs, and reports on email campaigns
- Creates and updates web page content

### Fundraiser

- Creates and runs fundraising campaigns
- Reports on the effectiveness of fundraising campaigns
- Creates, runs, and reports on event programs

### Web Developer

- Creates the look and feel of Luminate Online sites
- Creates and publishes web page content
- Creates email stationeries

### Peer-to-Peer Events

- Creates, runs, and reports on TeamRaiser events
- Manages TeamRaiser volunteers

### Advocacy

- Creates advocacy campaigns to generate public awareness and influence public officials
- Reports on the effectiveness of advocacy campaigns

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