

Blackbaud University Curriculum for Blackbaud Luminate[®]

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[®]** in a day or two?
[Check out our online Accelerator Pack events!](#)

Training Opportunities for *Learn More* Subscriptions

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

<ul style="list-style-type: none"> In each LEARNING PATH, courses are listed in the order they should be taken All courses are 3 hours (180 minutes) unless indicated otherwise 	Virtual Instructor-Led	eLearning
LEARNING PATH: Events		
Calendar Events		●
LEARNING PATH: Peer-to-Peer		
Luminate: Setting Up TeamRaiser	●	●
Luminate: Successful TeamRaiser Communications		●
Luminate: Empowering TeamRaiser Volunteers		●
LEARNING PATH: Data Analysis		
Report Writer		●
Custom Imports <i>90-Minute Course</i>	●	
LEARNING PATH: Blackbaud Merchant Services		
Blackbaud Merchant Services: Basics of the Web Portal		●
Integration: Basics of Processing Payments with Blackbaud Merchant Services		●

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
	Luminate Online: Fundamentals - Accelerator Pack	
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.

Learning Paths

Click on a Learning Path below to view the associated courses	OCCUPATIONAL JOB ROLE					
	Luminate Online System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
Fundamentals	✓	✓	✓	✓	✓	✓
Marketing and Communications	✓	✓		✓		
Website and Form Management	✓	✓		✓		✓
Fundraising	✓		✓			
Events	✓		✓			
Peer-to-Peer	✓				✓	
Data Analysis	✓	✓	✓		✓	✓
Blackbaud Merchant Services	✓					

[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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