

# Blackbaud University Curriculum for Organizational Best Practices

To view a complete course description or launch a class, click a course title in the listing below. Courses are listed in each of the topic areas in the order they should be taken. This curriculum includes opportunities to earn continuing education credits for [CFRE](#) and [CPE](#).



Explore the curriculum across three pillars: [Essentials](#), [Fundraising](#), [Marketing](#).



ESSENTIALS



FUNDRAISING






MARKETING

Click course names to launch or register for a class



	OBP Learn® Subscription	Private Training	Regional Training
<b>ESSENTIALS</b>			
 OBP: Basics of Nonprofit Organizations	●		
 OBP: Basics of Fundraising	●		
 OBP: Basics of Marketing	●		
 OBP: Basics of Finance	●		
<b>FUNDRAISING</b>			
 OBP: Basics of Personas	●		
 OBP: Fundraising—Impact	●	●	
 OBP: Fundraising—Case Statements	●	●	
 OBP: Fundraising—Major Giving	●	●	
 OBP: Fundraising—Donor Retention	●	●	
 OBP: Fundraising Exam 2019	●	●	
 OBP: Fundraising and Certification		●	●
<b>FUNDRAISING ADVANCED</b>			
 OBP: Fundraising—End-of-Year Success	●	●	



-  Course Abstract
-  eLearning Course
-  Certification

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Click course names to launch or register for a class

	OBP Learn® Subscription	Private Training	Regional Training
<b>MARKETING</b>			
 OBP: Basics of Impact	•		
 OBP: Marketing—Personas	•	•	
 OBP: Marketing—Brand	•	•	
 OBP: Marketing—Welcome Series	•	•	
 OBP: Marketing—Social Media	•	•	
 OBP: Marketing Exam 2019	•	•	
 OBP: Marketing and Certification		•	•
<b>MARKETING ADVANCED</b>			
 OBP: Marketing—Website Usability	•	•	
 OBP: Marketing—Newsletters and Annual Reports	•	•	
<b>ESSENTIALS: EDUCATION</b>			
 OBP: Education—Alumni Engagement	•	•	
 OBP: Education—Higher Education Scholarships	•	•	
<b>ESSENTIALS: EVENTS</b>			
 OBP: Events—On a Budget	•	•	
 OBP: Events—Mission Driven	•	•	
<b>ESSENTIALS: FINANCE</b>			
 OBP: Finance—Organizational Collaboration	•	•	
<b>ESSENTIALS: MEMBERSHIPS</b>			
 OBP: Memberships—Engagement	•	•	
<b>ESSENTIALS: VOLUNTEERS</b>			
 OBP: Volunteers—Recruitment and Retention	•	•	



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## Regionals

Regional events are conducted onsite at regional locations and provide the opportunity to earn **Fundraising** or **Marketing** certifications.

**Note:** Regional events are not included in the OBP Learn<sup>®</sup> subscription.

	OBP: Fundraising and Certification	
	Day 1	Day 2
A.M.	OBP: Fundraising—Impact	OBP: Fundraising—Major Giving
P.M.	OBP: Fundraising—Case Statements	OBP: Fundraising—Donor Retention

	OBP: Marketing and Certification	
	Day 1	Day 2
A.M.	OBP: Marketing—Personas	OBP: Marketing—Welcome Series
P.M.	OBP: Marketing—Brand	OBP: Marketing—Social Media

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