

# Blackbaud University Curriculum for Organizational Best Practices

For more information on Blackbaud University's technology training subscription tiers, [click here](#).

Blackbaud University's *Organizational Best Practices* courses are not product-specific and do not cover specific technology solutions. Instead, this curriculum explores strategies, inspires conversation, and helps you apply industry best practices at your nonprofit organization.






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

Click course names to launch or register for a class





## Fundraising

-  [Best Practices: Donor Lifecycle](#)
-  [Best Practices: Fundraising](#)
-  [Best Practices: Effective Fundraising Messaging](#)
-  [Best Practices: Peer-to-Peer Fundraising](#)
-  [Best Practices: Sustainer Giving](#)
-  [Best Practices: Major Giving](#)
-  [Best Practices: Data-Driven Fundraising](#)
-  [Nonprofit Fundraising Exam 2018](#)
-  [Best Practices: Identifying Foundation Partners](#)
-  [Best Practices: Grant Writing](#)
-  [Best Practices: Six Steps to End-of-Year Success](#)




## Marketing and Communications

-  [Best Practices: Social Media](#)
-  [Best Practices: Marketing and Communications](#)
-  [Best Practices: Email Communications](#)
-  [Best Practices: Improving Your Website's Usability](#)
-  [Best Practices: Social Media for Social Good](#)

## Engaging Your Network

-  [Best Practices: Building Engagement](#)
-  [Best Practices: Mission-Driven Events](#)
-  [Best Practices: Volunteers](#)
-  [Best Practices: Alumni Engagement](#)




## Operational Excellence

-  [Best Practices: Nonprofit Organization](#)
-  [Best Practices: Nonprofit Accounting for Fundraisers](#)
-  [Best Practices: Measuring Impact](#)
-  [Best Practices: Privacy, Consent, and Your Donors](#)



Note: Your *Organizational Best Practices* training subscription provides you the opportunity to earn the industry expertise *Nonprofit Fundraising* certification and continuing education credits. There are no prerequisites for *Best Practices* courses.



-  Course Abstract
-  eLearning Course
-  Certification

# Role-Based Training Paths

Use the **Training Paths** table below to help you determine which courses to take. Course titles within each topic are listed in the recommended order. Each topic identifies one or more occupational roles for which training is recommended. To confirm which occupational roles match your job description, refer to the **Role Description** information that appears below the **Training Paths** table.

To view the courses associated to a training path topic, [return to p. 1](#) and locate the corresponding topic in the course listings table, in the green header bars.

Training Paths	OCCUPATIONAL ROLE					
	Fundraiser	Communications & Marketing	Finance	Advocacy	Peer-to-Peer Events	Executive
Best Practices: Fundraising	✓		✓		✓	
Best Practices: Marketing and Communications	✓	✓		✓		
Best Practices: Engaging Your Network	✓	✓			✓	
Best Practices: Operational Excellence	✓		✓			✓

## Role Descriptions: Organizational Best Practices

### Fundraiser

- Creates, runs, and reports on fundraising campaigns
- Maintains and develops prospect and donor relations with the goal of increased giving and retention

### Communications & Marketing

- Creates, runs, and reports on marketing campaigns and web content
- Develops and implements a communications plan

### Finance

- Manages and reports on finances

### Advocacy

- Creates and reports on advocacy campaigns to generate public awareness and influence public officials

### Peer-to-Peer Events

- Creates, runs, and reports on peer-to-peer events

### Executive

- Provides leadership in core areas, such as strategy and program delivery, to enable long-term vision achievement