

















# Blackbaud University Education Offerings for Blackbaud CRM™

Blackbaud University offers educational opportunities that support all Blackbaud CRM training needs, from the *implementation* phase to *go-live* end-user training. Additionally, our Software Development Kit (SDK) and Page Designer courses are designed to enhance technical expertise for building and managing any customization of Blackbaud CRM.

Blackbaud instructor-led onsite courses include **Project Team Training**, **End User Training**, and **Technical Training**. To view a course description, click a course title in the listing below. Courses are listed in each of the topic areas in the order they should be taken.

If you prefer training to be delivered by your in-house training team (which will require you to modify and deliver our supplied base materials), view the **JumpStart** offering at the end of the listing below.

**Note:** If you are a Blackbaud CRM customer who previously purchased a **Learn®** training subscription, please view the [Learn curriculum datasheet](#).

Click course names to view the course descriptions		Private Training	Training Materials
<b>Project Team Training for Blackbaud CRM 4.0</b>			
	<a href="#">Blackbaud CRM: Core Principles 1 for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Core Principles 2 for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Prospect Management for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Batch and Revenue Processing for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Communication for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Event Management for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Direct Marketing for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Data Analysis for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Stewardship Programs for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Membership Management for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Volunteer Management for Project Team Training</a>	●	
	<a href="#">Blackbaud CRM: Wealth and Ratings for Project Team Training</a>	●	
<b>End User Training for Blackbaud CRM 4.0</b>			
	<a href="#">Blackbaud CRM: Fundamentals</a>	●	
	<a href="#">Blackbaud CRM: Constituent Management</a>	●	
	<a href="#">Blackbaud CRM: Prospect Management 1</a>	●	
	<a href="#">Blackbaud CRM: Prospect Management 2</a>	●	

Click course names to view the course descriptions		Private Training	Training Materials
<b>End User Training for Blackbaud CRM 4.0 (continued)</b>			
	Blackbaud CRM: Revenue	●	
	Blackbaud CRM: Revenue Communications	●	
	Blackbaud CRM: Direct Marketing	●	
	Blackbaud CRM: Event Management	●	
	Blackbaud CRM: Volunteer Management	●	
	Blackbaud CRM: Sponsorship	●	
	Blackbaud CRM: Data Analysis	●	
	Blackbaud CRM: Appeal Mailings	●	
	Blackbaud CRM: Wealth and Ratings	●	
	Blackbaud CRM: Stewardship Programs	●	
	Blackbaud CRM: Membership Management	●	
<b>JumpStart</b>			
	JumpStart Training Materials		●
<b>Technical Training for Super Users of Blackbaud CRM 4.0</b>			
<i>*All <b>Technical Training</b> offerings are 1-day classes unless otherwise noted.</i>			
	Blackbaud CRM: Page Designer	●	
<b>Technical Training for the Blackbaud Software Development Kit (SDK) Developers</b>			
	Blackbaud CRM: Software Development Kit—Fundamentals (3-Day Course)	●	
	Blackbaud CRM: Software Development Kit—Batch (2-Day Course)	●	
	Blackbaud CRM: API Programming in CRM (Half-Day Course)	●	
<b>Technical Training for Reporting in Blackbaud CRM</b>			
	Blackbaud CRM: Ad-Hoc Queries and Reporting	●	
	Blackbaud CRM: Data Warehouse Reporting	●	
	Blackbaud CRM: Data Warehouse Customization	●	
	Blackbaud CRM: SQL Server Reporting Services Reports in CRM	●	
	Blackbaud CRM: Output Tool Customization	●	

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## Project Team Training

**Project Team Training** introduces your project team members to the Blackbaud CRM system and provides instruction for out-of-the-box use in order to better equip the team to facilitate system design sessions. Courses consist of feature demonstrations, discussion, and hands-on practice to enhance the learning experience of training participants. Contact your Blackbaud Account Manager for additional information.

Proposed breakdown of classes in suggested order:

	Day 1	Day 2	Day 3	Day 4	Day 5
	<b>Project Team Training</b>				
<b>Morning</b>	Blackbaud CRM: Core Principles 1	Blackbaud CRM: Prospect Management	Blackbaud CRM: Communications	<i>Choose one 3-hour or two 1.5-hour classes from the table below</i>	<i>Choose one 3-hour or two 1.5-hour classes from the table below</i>
<b>Afternoon</b>	Blackbaud CRM: Core Principles 2	Blackbaud CRM: Batch and Revenue	Blackbaud CRM: Event Management	<i>Choose one 3-hour or two 1.5-hour classes from the table below</i>	<i>Choose one 3-hour or two 1.5-hour classes from the table below</i>

**Note:** *Project Team Training* agendas for **Day 4** and **Day 5** can be tailored to include classes specific to your organization’s Blackbaud CRM configuration. Two 1.5-hour classes can be combined to fill one **Morning** or one **Afternoon** session. Select from the topics below to suit your needs.

3-Hour Classes	1.5-Hour Classes
Blackbaud CRM: Direct Marketing	Blackbaud CRM: Stewardship
Blackbaud CRM: Membership Management	Blackbaud CRM: Data Analysis
	Blackbaud CRM: Volunteer Management
	Blackbaud CRM: Wealth and Ratings

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## End User Training

**End User Training** provides end users the information needed for a successful launch of Blackbaud CRM, and gives those end users the skills needed for day-to-day use of the system. Modules required for **End User Training** are specific to each organization's needs. However, all **End User Training** engagements should begin with the Blackbaud *Fundamentals* modules.

If your organization requires training on Prospects, your engagement must include the modules:

- *Blackbaud CRM: Constituent Management*
- *Blackbaud CRM: Prospect Management 1*
- *Blackbaud CRM: Prospect Management 2*

## Technical Training

### Blackbaud CRM: Software Development Kit—Fundamentals

This course provides developers the foundational skills necessary to manipulate the Blackbaud CRM interface using the Blackbaud CRM Software Development Kit (SDK).

	Day 1	Day 2	Day 3
	Blackbaud CRM: Software Development Kit – Fundamentals		
Morning	Building the User Interface 1	Queries and Lists 1	Tables, Data Forms, and CRUD Components 1
Afternoon	Building the User Interface 2	Queries and Lists 2	Tables, Data Forms, and CRUD Components 2

### Blackbaud CRM: Software Development Kit—Batch

This course provides developers the tools they need to develop fully functioning batch-type templates for processing groups of records within Blackbaud CRM.

	Day 1	Day 2
	Blackbaud CRM: Software Development Kit – Batch	
Morning	Understanding and Developing a Custom Batch 1	Validation Process and Post Commitment Exceptions 1
Afternoon	Understanding and Developing a Custom Batch 2	Validation Process and Post Commitment Exceptions 2