

# Blackbaud University Education Offerings for Blackbaud CRM™

Blackbaud University offers educational opportunities which 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 need 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 datasheet](#).

	Private Training	Public Class	Training Materials
<b>Project Team Training for Blackbaud CRM 4.0</b>			
 Blackbaud CRM: Core Principles 1 for Project Team Training	●		
 Blackbaud CRM: Core Principles 2 for Project Team Training	●		
 Blackbaud CRM: Prospect Management for Project Team Training	●		
 Blackbaud CRM: Batch and Revenue Processing for Project Team Training	●		
 Blackbaud CRM: Communication for Project Team Training	●		
 Blackbaud CRM: Event Management for Project Team Training	●		
 Blackbaud CRM: Direct Marketing for Project Team Training	●		
 Blackbaud CRM: Data Analysis for Project Team Training	●		
 Blackbaud CRM: Stewardship Programs for Project Team Training	●		
 Blackbaud CRM: Membership Management for Project Team Training	●		
 Blackbaud CRM: Volunteer Management for Project Team Training	●		
 Blackbaud CRM: Wealth and Ratings for Project Team Training	●		
<b>End User Training for Blackbaud CRM 4.0</b>			
 Blackbaud CRM: Fundamentals	●		
 Blackbaud CRM: Constituent Management	●		
 Blackbaud CRM: Prospect Management 1	●		
 Blackbaud CRM: Prospect Management 2	●		
 Blackbaud CRM: Revenue	●		
 Blackbaud CRM: Revenue Communications	●		
 Blackbaud CRM: Marketing	●		

 [Course Abstract](#)

	Private Training	Public Class	Training Materials
<b>End User Training for Blackbaud CRM 4.0 (continued)</b>			
 Blackbaud CRM: Event Management	•		
 Blackbaud CRM: Wealth and Ratings	•		
 Blackbaud CRM: Volunteer Management	•		
 Blackbaud CRM: Sponsorship	•		
<b>Technical Training for Super Users Blackbaud CRM 4.0</b>			
 Blackbaud CRM: Page Designer (1-Day Class)	•		
<b>Technical Training for SDK Developers</b>			
 Blackbaud CRM: Software Development Kit – Fundamentals (3-Day Class)	•	•	
<b>JumpStart</b>			
 JumpStart Training Materials			•

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## Project Team Training

The purpose of **Project Team Training** is to introduce and provide instruction to your project team members for the out-of-the-box use of the Blackbaud CRM system, in order to better equip the team to facilitate system design sessions. The courses include 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>				
Morning	Blackbaud CRM: Core Principles 1	Blackbaud CRM: Prospect Management	Blackbaud CRM: Communications	Blackbaud CRM: Direct Marketing	Blackbaud CRM: Stewardship Programs
Afternoon	Blackbaud CRM: Core Principles 2	Blackbaud CRM: Batch and Revenue	Blackbaud CRM: Event Management	Blackbaud CRM: Data Analysis	Blackbaud CRM: Membership Management - OR - Blackbaud CRM: Volunteer Management

## End User Training

The intent of **End User Training** is to provide end users the information needed for a successful launch of Blackbaud CRM and provide 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*, and *Blackbaud CRM: Prospect Management 2*.

### Software Development Kit – Fundamentals

The purpose of the *Software Development Kit – Fundamentals* module is to provide developers the foundation of skills to manipulate the Blackbaud CRM interface using SDK.

	Day 1	Day 2	Day 3
	<b>Software Development Kit – Fundamentals</b>		
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