

# Blackbaud University Curriculum for Raiser's Edge™





















To learn more about Blackbaud University's *Learn*, *Learn More*, and *Learn Everything* training subscription tiers [click here](#).

To view a course description, register for a class, or launch the 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. Take the online eLearning courses for introductory information, or rely on the instructor-led training for a more in-depth hands-on experience.

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

**Note:** Thinking about migrating to Raiser's Edge NXT? To view the complete Raiser's Edge NXT curriculum, [click here](#).

	Learn	Learn More	Learn Everything
<b>Fundamentals</b>			
 Raiser's Edge: Basics of Raiser's Edge	•	•	•
 Raiser's Edge: Basics of Constituent Records	•	•	•
 Raiser's Edge: Basics of Gifts	•	•	•
 Raiser's Edge: Basics of Gift Aid (U.K. Only)	•	•	•
 Raiser's Edge: Basics of Query	•	•	•
 Raiser's Edge: Basics of Mail	•	•	•
 Raiser's Edge: Basics of Data Analysis	•	•	•
 Raiser's Edge: Basics of Data Extraction	•	•	•
 Raiser's Edge: Fundamentals—Overview		•	•
 Raiser's Edge: Fundamentals—Constituents 1		•	•
 Raiser's Edge: Fundamentals—Gifts 1		•	•
 Raiser's Edge: Fundamentals—Query 1		•	•
 Raiser's Edge: Fundamentals—Mail 1		•	•
 Raiser's Edge: Fundamentals—Data Analysis and Extraction 1		•	•
 Raiser's Edge: Fundamentals and Certification (3-Day Regional Class)			•
<b>Certification</b>			
 Raiser's Edge Fundamentals Exam 2017		•	•
 Raiser's Edge Constituent and Gift Management Badge Exam 2017		•	•
 Raiser's Edge Fundraising Badge Exam 2017		•	•
 Raiser's Edge Marketing and Communications Badge Exam 2017		•	•
 Raiser's Edge Professional Certification 2017		•	•



**Note:** All courses in the *Fundamentals* series must be completed in the order shown and are a prerequisite for taking courses in other topic areas. However, if you are an experienced Raiser's Edge user, consider completing the **Raiser's Edge Fundamentals Exam** in lieu of taking the *Fundamentals* series of courses. A passing score on the Fundamentals Exam equates to having completed the *Fundamentals* series.

 Course Abstract

 eLearning Course

 Certification

	Learn	Learn More	Learn Everything
<b>Constituent Management</b>			
 Raiser's Edge: Constituents 2		•	•
 Raiser's Edge: Managing Alumni		•	•
 Raiser's Edge: Managing Tributes		•	•
<b>Gift Management</b>			
 Raiser's Edge: Gifts 2		•	•
 Raiser's Edge: Managing RE:EFT		•	•
 Raiser's Edge: Developing and Managing Recurring Gifts		•	•
 Raiser's Edge: Managing Planned Gifts with RE:PlannedGiftTracker		•	•
<b>Query Management</b>			
 Raiser's Edge: Query 2		•	•
<b>Mailing Management</b>			
 Raiser's Edge: Mail 2		•	•
 Raiser's Edge: Mastering Targeted Communications		•	•
 Raiser's Edge: Year-End Cover Letters and Donor Statements		•	•
 Raiser's Edge: Building a Better Annual Report		•	•
<b>Data Extraction</b>			
 Raiser's Edge: Data Extraction 2		•	•
 Raiser's Edge: Grouping and Exporting Data (1-Day Regional Class)			•
<b>Data Analysis</b>			
 Raiser's Edge: Data Analysis 2		•	•
 Raiser's Edge: SAP® Crystal Reports® 1		•	•
 Raiser's Edge: SAP® Crystal Reports® 2		•	•
 Raiser's Edge: SAP® Crystal Reports® (1-Day Regional Class)			•
 Raiser's Edge: Entering and Using Data (2-Day Regional Class)			•
<b>Fundraising</b>			
 Raiser's Edge: Moves Management and Retention		•	•
 Raiser's Edge: Managing Prospects		•	•
<b>Fundraising Management</b>			
 Raiser's Edge: Basics of The Giving Score		•	•
 Raiser's Edge: Campaigns, Funds, and Appeals		•	•
<b>Database Administration</b>			
 Raiser's Edge: Basics of Database Administration	•	•	•
 Raiser's Edge: Database Administration 1		•	•
 Raiser's Edge: Database Administration 2		•	•

“Our Blackbaud **Learn** [training subscription] has not only taught me about the software, but the knowledge I gained has allowed me and my staff to streamline and simplify our processes on a daily basis. Blackbaud **Learn** is one of the best trainings I have had and is worth every penny.”

— Mitch Creager  
Kentucky Science & Technology Center

	Learn	Learn More	Learn Everything
<b>Database Administration (continued)</b>			
 Raiser's Edge: Keeping Your Database Clean		•	•
 Raiser's Edge: Managing Action Tracks		•	•
 Raiser's Edge: Tips, Tricks, and Time-Savers		•	•
 Raiser's Edge: Database Configuration for Successful Mailings		•	•
 Raiser's Edge: Import 1		•	•
 Raiser's Edge: Import 2		•	•
 Raiser's Edge: Database Administration (2-Day Regional Class)			•
<b>Integration Administration</b>			
 Integration: Basics of everydayhero Integrations	•	•	•
 Integration: Basics of Raiser's Edge and Luminate Online Integration	•	•	•
 Integration: Financial Edge and Raiser's Edge		•	•
<b>Volunteer Management</b>			
 Raiser's Edge: Volunteer		•	•
<b>Membership Management</b>			
 Raiser's Edge: Managing Memberships		•	•
 Raiser's Edge: Membership Management		•	•
<b>Event Management</b>			
 Raiser's Edge: Basics of Events	•	•	•
 Raiser's Edge: Event Management		•	•
 Raiser's Edge: Organizing a Successful Event		•	•
 Raiser's Edge: Events (1-Day Regional Class)			•

“Our staff can attend training while also getting daily work done. Blackbaud just makes learning easy. The training helps us use the product better and smarter so that we can better meet our mission.”

— Jack Roush California Film Institute

## Regionals





	Day 1	Day 2	Day 3	Day 4	Day 5
	Raiser's Edge: Fundamentals and Certification			Raiser's Edge: Entering and Using Data	
Morning	Raiser's Edge: Fundamentals—Overview	Raiser's Edge: Fundamentals—Gifts 1	Raiser's Edge: Fundamentals—Mail 1	Raiser's Edge: Constituents 2	Raiser's Edge: Mail 2
Afternoon	Raiser's Edge: Fundamentals—Constituents 1	Raiser's Edge: Fundamentals—Query 1	Raiser's Edge: Fundamentals—Data Analysis and Extraction 1	Raiser's Edge: Gifts 2	Raiser's Edge: Data Analysis 2

	Day 1	Day 2	Day 3	Day 4	Day 5
	Raiser's Edge: Events	Raiser's Edge: Grouping and Exporting Data	Raiser's Edge: Database Administration		Raiser's Edge: SAP® Crystal Reports®
Morning	Raiser's Edge: Event Management	Raiser's Edge: Query 2	Raiser's Edge: Database Administration 1	Raiser's Edge: Tips, Tricks, and Time-Savers	Raiser's Edge: SAP® Crystal Reports® 1
Afternoon	Raiser's Edge: Organizing a Successful Event	Raiser's Edge: Data Extraction 2	Raiser's Edge: Database Administration 2	Raiser's Edge: Keeping Your Database Clean	Raiser's Edge: SAP® Crystal Reports® 2



## Solution Workshops























Blackbaud University Solution Workshop courses are product specific and focus on where technology and process intersect. Optimize your organization's use of Blackbaud technology through expert guidance and peer discussions. These interactive workshops do not log into the product. Instead, these workshops explore strategies, inspire conversation, and help you apply product-related best practices at your organization.

	Learn	Learn More	Learn Everything
<b>Policies and Procedures</b>			
 Raiser's Edge Workshop: Policies and Procedures—Constituents			●
 Raiser's Edge Workshop: Policies and Procedures—Gifts			●
 Raiser's Edge Workshop: Database Preparation for Year-End			●
 Raiser's Edge Workshop: Optimizing Your Database for Raiser's Edge NXT			●



## Nonprofit Workshops

Blackbaud University *Nonprofit Workshop* courses are not product specific, and do not cover specific technology solutions. Instead, these interactive workshops explore strategies, inspire conversation, and help you apply industry best practices at your nonprofit organization.

	Learn	Learn More	Learn Everything
<b>Fundraising</b>			
 Nonprofit Workshop: Fundraising			●
 Nonprofit Workshop: Effective Case Statements			●
 Nonprofit Workshop: Peer-to-Peer Fundraising			●
 Nonprofit Workshop: Sustainer Giving			●
 Nonprofit Workshop: Major Giving			●
 Nonprofit Workshop: Grantseeking			●
 Nonprofit Workshop: Grant Writing and Stewardship			●
 Nonprofit Workshop: Creating a Fundraising Campaign			●
 Nonprofit Workshop: Six Steps to End-of-Year Success			●
 Nonprofit Fundraising Exam 2017			●
<b>Marketing and Communications</b>			
 Nonprofit Workshop: Marketing and Communications			●
 Nonprofit Workshop: Email Communications			●
 Nonprofit Workshop: Improving Your Website's Usability			●
 Nonprofit Workshop: Building a Social Media Playbook			●
<b>Engaging Your Network</b>			
 Nonprofit Workshop: Building Engagement			●
 Nonprofit Workshop: Leading Volunteers to Success			●
 Nonprofit Workshop: Event Management			●
 Nonprofit Workshop: Board Management			●
 Nonprofit Workshop: Membership Management			●
<b>Operational Excellence</b>			
 Nonprofit Workshop: Organizational Management			●
 Nonprofit Workshop: Data-Driven Fundraising			●
 Nonprofit Workshop: Nonprofit Accounting for Fundraisers			●



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

# Role-Based Training Paths

Use the **Training Paths** table below to help you determine which courses to take. The course topics are listed in recommended order, beginning with *Fundamentals*. Course titles within each topic are also 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

Training Path	OCCUPATIONAL ROLE							
	Communications	DBA	Data Entry	Events	Executive	Fundraiser	Membership	Volunteer
Fundamentals	✓	✓	✓	✓	✓	✓	✓	✓
Constituent Management	✓	✓	✓			✓		
Gift Management		✓	✓					
Query Management	✓	✓		✓			✓	✓
Mailing Management	✓	✓						
Data Extraction	✓	✓						
Data Analysis		✓			✓	✓		
Fundraising						✓		
Fundraising Administration		✓			✓	✓		
Database Administration		✓						
Integration Administration		✓						
Volunteer Management								✓
Membership Management							✓	
Event Management				✓				
Solution Workshops: Policies and Procedures		✓						
Nonprofit Workshops: Fundraising			✓			✓		
Nonprofit Workshops: Marketing and Communications	✓			✓				
Nonprofit Workshops: Engaging Your Network	✓			✓		✓	✓	✓
Nonprofit Workshops: Operational Excellence		✓			✓			

## Role Descriptions

### Communications

- Develops and implements a communications plan
- Produces appeals, gift receipts, donor acknowledgement letters, annual reports, and other communications

### DBA / Database Administration

- Maintains the database, including system configuration, security configuration, and global processes
- Ensures database integrity and efficiency

### Data Entry

- Enters constituent and gift records into the database
- Maintains biographical updates on constituents

### Events

- Plans event schedules
- Maintains event and participant records
- Coordinates event logistics and publicity

### Executive

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

### Fundraiser

- Researches and builds relationships with prospects
- Maintains and develops prospect and donor relations with the goal of increased giving and retention

### Membership

- Plans and implements membership programs
- Recruits members and maintains membership records

### Volunteer

- Recruits, trains, and builds relationships with volunteers
- Maintains volunteer opportunities and volunteer records