

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](#).

Alert: Customers who purchased a *Learn Everything* training subscription prior to 2018 still have access to the *Nonprofit Workshops* now listed on the **Organizational Best Practices** curriculum [datasheet](#).

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

Click course names to launch or register for a class	Learn	Learn More	Learn Everything
Fundamentals			
 Raiser's Edge: Basics of Raiser's Edge	●	●	●
 Raiser's Edge: Fundamentals—Constituents		●	●
 Raiser's Edge: Fundamentals—Gifts		●	●
 Raiser's Edge: Fundamentals—Query		●	●
 Raiser's Edge: Fundamentals—Data Analysis and Extraction		●	●
 Raiser's Edge: Fundamentals and Certification (2-Day Regional Class)			●
Certification			
 Raiser's Edge Fundamentals Exam 2018		●	●
 Raiser's Edge Communications Badge Exam 2018		●	●
 Raiser's Edge Fundraising Badge Exam 2018		●	●
 Raiser's Edge Data Analysis Badge Exam 2018		●	●
 Raiser's Edge Professional Certification Exam 2018		●	●
Communications			
 Raiser's Edge: Basics of Mail	●	●	●
 Raiser's Edge: Basics of Blackbaud Online Express	●	●	●
 Raiser's Edge: Efficient Mail Communications		●	●
 Raiser's Edge: Optimizing Mail with Segmentation		●	●
 Raiser's Edge: Year-End Cover Letters and Donor Statements		●	●
 Raiser's Edge: Building a Better Annual Report		●	●
 Raiser's Edge: Effective Communication Techniques (1-Day Regional Class)			●



Note: Completion of the *Fundamentals* courses or a passing score on the Fundamentals Exam fulfills the prerequisites for all advanced courses.



Click course names to launch or register for a class	Learn	Learn More	Learn Everything
Fundraising			
 Raiser's Edge: Basics of Constituents	●	●	●
 Raiser's Edge: Basics of Gifts	●	●	●
 Raiser's Edge: Basics of Gift Aid (U.K. Only)	●	●	●
 Raiser's Edge: Basics of Prospects	●	●	●
 Raiser's Edge: Mastering Batch and Gift Maintenance		●	●
 Raiser's Edge: Maintaining Accurate Constituent Records		●	●
 Raiser's Edge: Moves Management and Retention		●	●
 Raiser's Edge: Developing and Managing Recurring Gifts		●	●
 Raiser's Edge: Creating a Strategy for Campaigns, Funds, and Appeals		●	●
 Raiser's Edge: Effective Fundraising Techniques (2-Day Regional Class)			●
Data Analysis			
 Raiser's Edge: Basics of Query	●	●	●
 Raiser's Edge: Basics of Reports	●	●	●
 Raiser's Edge: Basics of Data Extraction	●	●	●
 Target Analytics: Basics of Modeling	●	●	●
 Raiser's Edge: Expert Data Segmentation with Query		●	●
 Raiser's Edge: Data Extraction 2		●	●
 Raiser's Edge: Actionable Reporting		●	●
 Raiser's Edge: SAP® Crystal Reports® 1		●	●
 Raiser's Edge: SAP® Crystal Reports® 2		●	●
 Raiser's Edge: Effective Data Analysis Techniques (1-Day Regional Class)			●
Database Administration			
 Raiser's Edge NXT: Basics of Configuration and Security	●	●	●
 Raiser's Edge: Configuring Your Database for Success		●	●
 Raiser's Edge: Effective Database Administration		●	●
 Raiser's Edge: Import 1		●	●
 Raiser's Edge: Import 2		●	●
 Raiser's Edge: Database Configuration for Successful Mailings		●	●
 Raiser's Edge Workshop: Policies and Procedures—Constituents			●
 Raiser's Edge Workshop: Policies and Procedures—Gifts			●
 Raiser's Edge Workshop: Process Improvement, Tips, and Tricks			●
 Raiser's Edge Workshop: Optimizing Your Database for Raiser's Edge NXT			●
 Raiser's Edge: Database Administration (2-Day Regional Class)			●

Click course names to launch or register for a class		Learn	Learn More	Learn Everything
Events				
	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)			●
Membership and Volunteer				
	Raiser's Edge: Membership Management		●	●
	Raiser's Edge: Volunteer		●	●
Blackbaud Merchant Services				
	Blackbaud Merchant Services: Basics of the Web Portal	●	●	●
Integration				
	Integration: Basics of everydayhero Integrations	●	●	●
	Integration: Basics of Raiser's Edge and Financial Edge Integration	●	●	●
	Integration: Basics of Raiser's Edge and Luminate Online Integration	●	●	●
	Integration: Basics of Raiser's Edge and ResearchPoint Integration	●	●	●

“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
	Raiser's Edge: Fundamentals and Certification		Raiser's Edge: Effective Fundraising Techniques	
Morning	Raiser's Edge: Fundamentals— Constituents	Raiser's Edge: Fundamentals— Query	Raiser's Edge: Maintaining Accurate Constituent Records	Raiser's Edge: Developing and Managing Recurring Gifts
Afternoon	Raiser's Edge: Fundamentals— Gifts	Raiser's Edge: Fundamentals— Data Analysis and Extraction	Raiser's Edge: Moves Management and Retention	Raiser's Edge: Actionable Reporting

	Day 1	Day 2	Day 3	Day 4	Day 5
	Raiser's Edge: Events	Raiser's Edge: Effective Data Analysis Techniques	Raiser's Edge: Effective Communication Techniques	Raiser's Edge: Database Administration	
Morning	Raiser's Edge: Event Management	Raiser's Edge: Expert Data Segmentation with Query	Raiser's Edge: Efficient Mail Communications	Raiser's Edge: Configuring Your Database for Success	Raiser's Edge: Import 1
Afternoon	Raiser's Edge: Organizing a Successful Event	Raiser's Edge: Data Extraction 2	Raiser's Edge: Optimizing Mail with Segmentation	Raiser's Edge: Effective Database Administration	Raiser's Edge: Import 2

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	✓	✓	✓	✓	✓	✓	✓	✓
Communications	✓	✓	✓					
Fundraising	✓	✓	✓			✓		
Data Analysis	✓	✓		✓	✓	✓	✓	✓
Database Administration		✓						
Events				✓				
Membership and Volunteer							✓	✓
Blackbaud Merchant Services		✓						
Integration		✓						

Continued on next page

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