

Blackbaud University Curriculum for ResearchPoint™








To learn more about Blackbaud University's *Learn Basics*, *Learn More*, and *Learn Everything* training subscription tiers [click here](#). All *Learn Basics* online eLearning courses are included in your ResearchPoint software purchase and are available on-demand for all users.

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 *Basics* 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: *ResearchPoint curriculum is currently undergoing a refresh. The new Blackbaud University classes are 3 hours in length. Watch pre-recorded instructor-led sessions until interactive eLearning courses become available.*

			Learn Basics	Learn More	Learn Everything
Fundamentals					
	ResearchPoint: Basics of ResearchPoint	NEW & IMPROVED	●	●	●
	ResearchPoint: Integration with the Raiser's Edge	PRE-RECORDED	●	●	●
	ResearchPoint: Fundamentals—Overview	NEW & IMPROVED		●	●
	ResearchPoint: Fundamentals—Research	NEW & IMPROVED		●	●
Prospecting and Analytics					
	ResearchPoint: Data Management Tools	NEW & IMPROVED		●	●
	ResearchPoint: Configuration and Prospecting Techniques	NEW & IMPROVED		●	●
	ResearchPoint: Success through Analytics			●	●

Please note: *ResearchPoint training is currently undergoing a transition. The flags next to each course name indicate the current class status:*

NEW & IMPROVED	Class has recently been updated to Blackbaud University standard formatting
PRE-RECORDED	Currently running class with previous format and soon will be replaced by a new class

-  Course Abstract
-  eLearning Course
-  Certification



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 Basics	Learn More	Learn Everything
Fundraising			
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			●
Marketing and Communications			
Nonprofit Workshop: Marketing and Communications			●
Nonprofit Workshop: Email Communications			●
Nonprofit Workshop: Improving Your Website's Usability			●
Nonprofit Workshop: Building a Social Media Playbook			●
Engaging Your Network			
Nonprofit Workshop: Building Engagement			●
Nonprofit Workshop: Leading Volunteers to Success			●
Nonprofit Workshop: Event Management			●
Nonprofit Workshop: Board Management			●
Nonprofit Workshop: Membership Management			●
Operational Excellence			
Nonprofit Workshop: Organizational Management			●
Nonprofit Workshop: Data-Driven Fundraising			●
Nonprofit Workshop: Nonprofit Accounting for Fundraisers			●
Nonprofit Workshop: Managing Cash Flow			●



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.