

Blackbaud University Curriculum for eTapestry®










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 eTapestry 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: When you register for a course, please review the recommended prerequisites to ensure you are placed in a course that matches your experience level.

	Learn Basics	Learn More	Learn Everything
Fundamentals			
 eTapestry: Basics of eTapestry	•	•	•
 eTapestry: Basics of Accounts	•	•	•
 eTapestry: Basics of Queries and Reports	•	•	•
 eTapestry: Basics of Communications	•	•	•
 eTapestry: Fundamentals—Overview and Constituents		•	•
 eTapestry: Fundamentals—Giving		•	•
 eTapestry: Fundamentals—Data Grouping and Analysis 1		•	•
 eTapestry: Fundamentals—Communications		•	•
 eTapestry Fundamentals Exam 2017		•	•
 eTapestry: Fundamentals and Certification (2-Day Regional Class)			•
Database Administration			
 eTapestry: Basics of Import	•	•	•
 Integration: Basics of everydayhero Integrations	•	•	•
 eTapestry: Database Configuration		•	•
 eTapestry: Do-It-Yourself Forms		•	•
 eTapestry: Import and Mass Updates		•	•
Data Processing			
 eTapestry: Data Grouping and Analysis 2		•	•
 eTapestry: Targeted Communications		•	•
Specialty Courses			
 eTapestry: Preparing for Year-End Tasks		•	•



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 eTapestry user, consider completing the **eTapestry 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 Basics	Learn More	Learn Everything
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Specialty Courses (continued)		
 eTapestry: Streamlining Event Management		



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
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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: 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: 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.

Regionals

	Day 1	Day 2
	eTapestry: Fundamentals and Certification	
Morning	eTapestry: Fundamentals—Overview and Constituents	eTapestry: Fundamentals—Data Grouping and Analysis 1
Afternoon	eTapestry: Fundamentals—Giving	eTapestry: Fundamentals—Communications

Role-Based Training Paths

Use the **Training Paths** table below to help you determine which courses to take. 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			
	DBA	Development	Communications	Executive
Fundamentals	✓	✓	✓	✓
Database Administration	✓	✓		
Data Processing	✓	✓	✓	
Specialty Courses	✓	✓	✓	
Nonprofit Workshop: Fundraising		✓		✓
Nonprofit Workshop: Marketing and Communications		✓	✓	✓
Nonprofit Workshop: Engaging Your Network		✓		✓
Nonprofit Workshop: Operational Excellence		✓		✓

Role Descriptions

Database Administration / DBA

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

Development

- Enters constituents and gifts in the database
- Researches and builds relationships with prospects, and maintains accounts

Communications

- Develops and implements a communications plan
- Produces appeals, letters, newsletters, emails, and other communications

Executive

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