

Blackbaud University Curriculum for Luminate®

















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 Luminate software purchase and are available on demand for all users.

To view a course description, register for a class, or launch the eLearning 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](#).

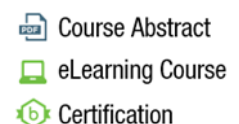
Alert: Customers who purchased a *Learn Everything* training subscription prior to 2018 still have access to the *Nonprofit Workshops* now listed on the **Organizational Best Practices** curriculum [datasheet](#).

Note: This datasheet includes Luminate Online™, Luminate TeamRaiser™, and Luminate CRM™ courses. The course title denotes which product the course covers.

Click course names to launch or register for a class	Learn Basics	Learn More	Learn Everything
Fundamentals			
 Luminate Online: Basics of Constituent Management	●	●	●
 Luminate Online: Basics of Email	●	●	●
 Luminate Online: Basics of Donations	●	●	●
 Luminate Online: Basics of Data Analysis	●	●	●
 Luminate Online: Fundamentals—Overview and Constituent Management		●	●
 Luminate Online: Fundamentals—Email		●	●
 Luminate Online: Fundamentals—Donations		●	●
 Luminate Online: Fundamentals—Data Analysis		●	●
 Luminate Online Fundamentals Exam 2018		●	●
 Luminate Online: Fundamentals and Certification (2-Day Regional Class)			●
Luminate Beta			
 Luminate Beta: Basics of Lists	●	●	●
 Luminate Beta: Basics of SKY Reporting	●	●	●
Marketing and Communications			
 Luminate Online: Basics of Content Editor and Libraries	●	●	●
 Luminate Online: Basics of Surveys and Web Pages	●	●	●
 Luminate Online: Surveys and Web Pages		●	●
 Luminate Online: Email Strategy and Optimization		●	●



Luminate Online: Fundamentals—Overview and Constituent Management is a prerequisite for all other instructor-led courses. Some advanced courses require either completion of the *Fundamentals* series of courses or a passing score on the Fundamentals Exam.



Click course names to launch or register for a class		Learn Basics	Learn More	Learn Everything
Marketing and Communications (continued)				
	Luminate Online: Generating an Effective Welcome Series		●	●
Fundraising				
	Luminate Online: Sustaining Gift Planning		●	●
TeamRaiser				
	Luminate: Basics of TeamRaiser	●	●	●
	Luminate: Setting Up TeamRaiser		●	●
	Luminate: Successful TeamRaiser Communications		●	●
Calendar Events				
	Luminate Online: Basics of Calendar Events	●	●	●
	Luminate Online: Calendar Events		●	●
Advocacy				
	Luminate: Basics of Advocacy and Action Alerts	●	●	●
Administrator				
	Integration: Basics of Raiser's Edge and Luminate Online Integration	●	●	●
	Luminate Online: Report Writer		●	●
	Luminate Online: S-Tags and Page Wrappers		●	●
Luminate CRM				
	Luminate CRM: Basics of Luminate CRM	●	●	●
	Luminate CRM: Basics of Data Analysis	●	●	●

Regionals

	Day 1	Day 2
	Luminate Online: Fundamentals and Certification	
Morning	Luminate Online: Fundamentals— Overview and Constituent Management	Luminate Online: Fundamentals—Email
Afternoon	Luminate Online: Fundamentals—Donations	Luminate Online: Fundamentals—Data Analysis

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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

Luminate Online

Training Path	OCCUPATIONAL ROLE					
	Luminate Online System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
Fundamentals	✓	✓	✓	✓	✓	
Luminate Beta	✓	✓	✓	✓	✓	✓
Marketing and Communications	✓	✓		✓		
Fundraising	✓		✓			
TeamRaiser	✓				✓	
Calendar Events	✓		✓			
Advocacy	✓					✓
Administrator	✓			✓		

Luminate CRM

Training Path	Luminate CRM System Administrator
Luminate CRM	✓

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Role Descriptions: Luminate Online

Luminate Online System Administrator

- Luminate Online power user, often the main user within an organization
- Maintains the database and performs other administrative tasks

Communications

- Creates, runs, and reports on email campaigns
- Creates and updates web page content

Fundraiser

- Creates and runs fundraising campaigns
- Reports on the effectiveness of fundraising campaigns
- Creates, runs, and reports on event programs

Web Developer

- Creates the look and feel of Luminate Online sites
- Creates and publishes web page content
- Creates email stationeries

Peer-to-Peer Events

- Creates, runs, and reports on TeamRaiser events
- Manages TeamRaiser volunteers

Advocacy

- Creates advocacy campaigns to generate public awareness and influence public officials
- Reports on the effectiveness of advocacy campaigns

Role Descriptions: Luminate CRM

Luminate CRM System Administrator

- Adds and updates constituents in Luminate CRM
- Records constituent gifts
- Reports on Luminate CRM activity
- Performs other administrative tasks