

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

	Learn Basics	Learn More	Learn Everything
<b>Fundamentals</b>			
 Luminate Online: Basics of Constituent Management	●	●	●
 Luminate Online: Basics of Donations	●	●	●
 Luminate Online: Basics of Email	●	●	●
 Luminate Online: Fundamentals—Overview and Managing Constituents		●	●
 Luminate Online: Fundamentals—Donations		●	●
 Luminate Online: Fundamentals—Email		●	●
 Luminate Online: Fundamentals—Data Analysis 1		●	●
 Luminate Online Fundamentals Exam 2017		●	●
 Luminate Online: Fundamentals and Certification (2-Day Regional Class)			●
<b>Marketing and Communications</b>			
 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: Generating an Effective Welcome Series		●	●
 Luminate Online: Managing End-of-Year Planning		●	●
<b>Fundraising</b>			
 Luminate Online: Sustaining Gift Planning		●	●
<b>TeamRaiser</b>			
 Luminate: Basics of TeamRaiser	●	●	●



**Note:** Luminate Online: Fundamentals—Overview and Managing Constituents is a prerequisite for all other instructor-led courses. Some advanced courses require completion of the Fundamentals series of courses. However, if you are an experienced Luminate Online user, consider completing the **Luminate Online 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
<b>TeamRaiser (continued)</b>			
 Luminare: Setting Up TeamRaiser		•	•
 Luminare: Running TeamRaiser Events		•	•
<b>Calendar Events</b>			
 Luminare Online: Basics of Calendar Events	•	•	•
<b>Advocacy</b>			
 Luminare: Basics of Advocacy and Action Alerts	•	•	•
<b>Administrator</b>			
 Luminare Beta: Basics of SKY Reporting	•	•	•
 Integration: Basics of Raiser's Edge and Luminare Online Integration	•	•	•
 Luminare Online: Report Writer		•	•
<b>Luminare CRM</b>			
 Luminare CRM: Basics of Luminare CRM	•	•	•
 Luminare CRM: Basics of Data Analysis	•	•	•

## Regionals

	Day 1	Day 2
	<b>Luminare Online: Fundamentals and Certification</b>	
<b>Morning</b>	Luminare Online: Fundamentals— Overview and Managing Constituents	Luminare Online: Fundamentals—Email
<b>Afternoon</b>	Luminare Online: Fundamentals—Donations	Luminare Online: Fundamentals—Data Analysis 1



## 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
<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			●
 Nonprofit Workshop: Measuring Impact			●



**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

### Luminate Online

Training Path	OCCUPATIONAL ROLE					
	Luminate Online System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
Fundamentals	✓	✓	✓	✓	✓	✓
Marketing and Communications	✓	✓		✓		
Fundraising	✓		✓			
TeamRaiser	✓				✓	
Calendar Events	✓		✓			
Advocacy	✓					✓
Administrator	✓			✓		
Nonprofit Workshop: Fundraising	✓		✓		✓	
Nonprofit Workshop: Marketing and Communications	✓	✓		✓		
Nonprofit Workshop: Engaging Your Network	✓	✓			✓	✓
Nonprofit Workshop: Operational Excellence	✓					

### Luminate CRM

Training Path	Luminate CRM System Administrator
Luminate CRM	✓
Nonprofit Workshop: Fundraising	✓
Nonprofit Workshop: Marketing and Communications	✓
Nonprofit Workshop: Engaging Your Network	✓
Nonprofit Workshop: Operational Excellence	✓

## 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