



NEW 90-MINUTE COURSES

Check out our new selection of 90-minute courses. More titles are in the works so check back often!

Blackbaud University Curriculum for Organizational Best Practices

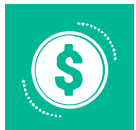
To view a complete course description or launch a class, click a course title in the listing below. Courses are listed in each of the topic areas in the order they should be taken. This curriculum includes opportunities to earn continuing education credits for [CFRE](#) and [CPE](#).



Explore the curriculum across three pillars: [Essentials](#), [Fundraising](#), [Marketing](#).



ESSENTIALS



FUNDRAISING



MARKETING

Click course names to launch or register for a class

OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE

ESSENTIALS				
Basics of Events	•	•	•	•
Basics of Finance	•	•	•	•
Basics of Foundations	•	•	•	•
Basics of Fundraising	•	•	•	•
Basics of Higher Education	•	•	•	•
Basics of K-12 Education	•	•	•	•
Basics of Marketing	•	•	•	•
Basics of Membership	•	•	•	•
Basics of Nonprofit Organizations	•	•	•	•
Basics of Peer-to-Peer	•	•	•	•
Basics of Volunteers	•	•	•	•
FUNDRAISING				
Basics of Personas	•	•	•	•
Fundraising - Impact	•		•	•








- Course Abstract
- eLearning Course
- Certification

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	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING

FUNDRAISING (continued)

 Fundraising - Case Statements	●		●	●
 Fundraising - Major Giving	●		●	●
 Fundraising - Donor Retention	●		●	●
 Fundraising Exam 2020	●		●	●
 Donor Retention and Major Giving Interactive Workshop				●




FUNDRAISING ADVANCED

 Fundraising - End-of-Year Success	●		●	●
 Fundraising - Grants	●		●	●
 Fundraising - Peer-to-Peer	●		●	●



MARKETING

 Basics of Impact	●	●	●	●
 Marketing - Personas	●		●	●
 Marketing - Brand	●		●	●
 Marketing - Welcome Series <i>90-Minute Course</i>	●		●	●
 Marketing - Social Media	●		●	●
 Marketing Exam 2020	●		●	●



MARKETING ADVANCED

 Marketing - Multimedia Storytelling	●		●	●
 Marketing - Newsletters and Annual Reports	●		●	●
 Marketing - Website Usability	●		●	●



ESSENTIALS: ARTS AND CULTURAL

 Arts and Cultural - Memberships <i>90-Minute Course</i>	●		●	●
 Arts and Cultural - Programs <i>90-Minute Course</i>	●		●	●

ESSENTIALS: EDUCATION








 Education - Alumni Engagement	●		●	●
 Education - Higher Education Scholarships	●		●	●

ESSENTIALS: EVENTS

 Events - On a Budget	●		●	●
 Events - Mission Driven	●		●	●

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Click course names to launch or register for a class

	OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING
ESSENTIALS: EVENTS (continued)				
 Events - Virtual Events	•		•	•
ESSENTIALS: FAITH				
 Faith - Giving and Engagement	•		•	•
ESSENTIALS: FINANCE				
 Finance - Organizational Collaboration	•		•	•
 Finance - Year-End and Audit Plans	•		•	•
ESSENTIALS: GRANTMAKERS				
 Grantmakers - Working with Fundees	•		•	•
ESSENTIALS: HEALTHCARE				
 Healthcare - Patients to Supporters	•		•	•
ESSENTIALS: VOLUNTEERS				
 Volunteers - Recruitment and Retention	•		•	•

Interactive Workshops

Interactive Workshop events are conducted onsite at regional locations.

Note: Interactive Workshop events are included in all product-based *Learn Everything™* training subscriptions, but are not included in the **OBP Learn®** subscription.

OBP: Donor Retention and Major Giving Interactive Workshop

Tackle how to deal with a shrinking donor pool, develop a game plan for keeping donors engaged, and expand your major giving program in this new onsite interactive workshop.

A.M. Fundraising - Donor Retention

P.M. Fundraising - Major Giving

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