

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	LEARN EVERYTHING




ESSENTIALS

 OBP: Basics of Events	•	•	•	•
 OBP: Basics of Finance	•	•	•	•
 OBP: Basics of Fundraising	•	•	•	•
 OBP: Basics of Higher Education	•	•	•	•
 OBP: Basics of K-12 Education	•	•	•	•
 OBP: Basics of Marketing	•	•	•	•
 OBP: Basics of Membership	•	•	•	•
 OBP: Basics of Nonprofit Organizations	•	•	•	•
 OBP: Basics of Volunteers	•	•	•	•



FUNDRAISING

 OBP: Basics of Personas	•	•	•	•
 OBP: Fundraising—Impact	•		•	•
 OBP: Fundraising—Case Statements	•		•	•
 OBP: Fundraising—Major Giving	•		•	•



-  Course Abstract
-  eLearning Course
-  Certification

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FUNDRAISING (continued)

 OBP: Fundraising—Donor Retention	●		●	●
 OBP: Fundraising Exam 2019	●		●	●




FUNDRAISING ADVANCED

 OBP: Fundraising and Certification				●
 OBP: Fundraising—End-of-Year Success	●		●	●
 OBP: Fundraising—Grants	●		●	●
 OBP: Fundraising—Peer-to-Peer	●		●	●



MARKETING

 OBP: Basics of Impact	●	●	●	●
 OBP: Marketing—Personas	●		●	●
 OBP: Marketing—Brand	●		●	●
 OBP: Marketing—Welcome Series	●		●	●
 OBP: Marketing—Social Media	●		●	●
 OBP: Marketing Exam 2019	●		●	●
 OBP: Marketing and Certification				●



MARKETING ADVANCED

 OBP: Marketing—Multimedia Storytelling	●		●	●
 OBP: Marketing—Newsletters and Annual Reports	●		●	●
 OBP: Marketing—Website Usability	●		●	●

ESSENTIALS: EDUCATION

 OBP: Education—Alumni Engagement	●		●	●
 OBP: Education—Higher Education Scholarships	●		●	●

ESSENTIALS: EVENTS

 OBP: Events—On a Budget	●		●	●
 OBP: Events—Mission Driven	●		●	●

ESSENTIALS: FAITH





 OBP: Faith—Giving and Engagement	●		●	●
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ESSENTIALS: FINANCE

 OBP: Finance—Organizational Collaboration	●		●	●
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	OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING
ESSENTIALS: FINANCE (continued)				
 OBP: Finance—Year-End and Audit Plans	•		•	•
ESSENTIALS: MEMBERSHIPS				
 OBP: Memberships—Engagement	•		•	•
ESSENTIALS: HEALTHCARE				
 OBP: Healthcare—Patients to Supporters	•		•	•
ESSENTIALS: VOLUNTEERS				
 OBP: Volunteers—Recruitment and Retention	•		•	•

Regionals

Regional events are conducted onsite at regional locations and provide the opportunity to earn **Fundraising** or **Marketing** certifications.

Note: Regional events are not included in the OBP **Learn**® subscription.

OBP: Fundraising and Certification		
	Day 1	Day 2
A.M.	OBP: Fundraising—Impact	OBP: Fundraising—Major Giving
P.M.	OBP: Fundraising—Case Statements	OBP: Fundraising—Donor Retention

OBP: Marketing and Certification		
	Day 1	Day 2
A.M.	OBP: Marketing—Personas	OBP: Marketing—Welcome Series
P.M.	OBP: Marketing—Brand	OBP: Marketing—Social Media

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