



# 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 Blackbaud Altru<sup>®</sup>

To view a complete course description or launch a class, click a title in the listing below.

Start with eLearning *Basics* on-demand courses or jump to instructor-led online courses for hands-on learning. In each of the topic areas, courses are listed in the order they should be taken.

This curriculum includes opportunities to earn continuing education credits for [CFRE](#).



Click course names to launch or register for a class









Learn Basics

Learn More




### FUNDAMENTALS

 Basics of Blackbaud Altru	•	•
 Fundamentals - Constituent and Revenue Records		•
 Fundamentals - Sales <i>90-Minute Course</i>		•
 Fundamentals - Memberships <i>90-Minute Course</i>		•
 Fundamentals - Refresher <i>90-Minute Course</i>		•
 Basics of Batch	•	•
 Altru Fundamentals Exam 2020	•	•

### FUNDRAISING

 Basics of Constituents	•	•
 Mastering Record Management		•
 Structuring Your Fundraising Program		•
 Identifying Your Next Major Donor		•
 Basics of Membership	•	•
 Membership Program Management		•
 Retaining Members		•
 Special Events		•



-  Course Abstract
-  eLearning Course
-  Certification

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


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	Learn Basics	Learn More
<b>SALES MANAGEMENT</b>		
 Basics of Daily and Advance Sales	●	●
 Managing Sales Orders <i>90-Minute Course</i>		●
 Designing Effective Programs		●
 Group Sales Reservations		●
<b>SALES MANAGEMENT (continued)</b>		
 Basics of Merchandise	●	●
 Basics of Financial Reconciliation	●	●
 Financial Reconciliation and Reporting <i>90-Minute Course</i>		●
<b>MARKETING AND COMMUNICATIONS</b>		
 Effective Communication		●
 Membership Communications		●
 Building Effective Web Forms		●
<b>DATA ANALYSIS</b>		
 Basics of Query	●	●
 Query 1		●
 Query 2		●
 Database Cleanup - Duplicates <i>90-Minute Course</i>		●
<b>BLACKBAUD MERCHANT SERVICES</b>		
 Blackbaud Merchant Services: Basics of the Web Portal	●	●
 Integration: Basics of Processing Payments with Blackbaud Merchant Services	●	●
<b>ORGANIZATIONAL BEST PRACTICES</b>		
 OBP: Basics of Events	●	●
 OBP: Basics of Finance	●	●
 OBP: Basics of Foundations	●	●
 OBP: Basics of Fundraising	●	●
 OBP: Basics of Higher Education	●	●
 OBP: Basics of Impact	●	●
 OBP: Basics of K-12 Education	●	●
 OBP: Basics of Marketing	●	●
 OBP: Basics of Membership	●	●
 OBP: Basics of Nonprofit Organizations	●	●
 OBP: Basics of Peer-to-Peer	●	●

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Learn Basics	Learn More
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ORGANIZATIONAL BEST PRACTICES (continued)		
 OBP: Basics of Personas		
 OBP: Basics of Volunteers		
<a href="#">Click here to view the full curriculum for instructor-led OBP workshops and certifications</a>		

# 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

Training Path	OCCUPATIONAL ROLE							
	Guest Services	Membership	Group Sales	Marketing	Education	Fundraising	Executive	DBA
Fundamentals								
Fundraising								
Sales Management								
Marketing and Communications								
Data Analysis								

Continued on next page

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## Role Descriptions

### GUEST SERVICES

- Performs sales transactions in person and over the phone
- Serves as first point of contact for visitors and guests

### MEMBERSHIP

- Plans and implements membership programs
- Communicates regularly with members through mail and email

### GROUP SALES

- Organizes, plans, and executes group visits or facility rentals
- Manages payment and reporting for group sales and facility rentals

### MARKETING

- Uses multiple channels to communicate with visitors, members, and the public
- Ensures proper brand standards are followed in all communications

### EDUCATION

- Schedules and implements programs, classes, and camps
- Reports on attendance and revenue related to events

### FUNDRAISING

- Performs gift data entry and reporting
- Maintains and develops relationships with donors and prospects

### EXECUTIVE

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

### DBA

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

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