

Blackbaud University Curriculum for Blackbaud CRM™

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

Blackbaud University offers educational opportunities that support all Blackbaud CRM training needs, from the *implementation* phase to *go-live* end-user training. Additionally, our *Software Development Kit (SDK)* and *Page Designer* courses are designed to enhance technical expertise for building and managing any customization of Blackbaud CRM.

Blackbaud instructor-led onsite courses include **Project Team Training**, **End User Training**, and **Technical Training**. To view a course description, click a course title in the listing below. Courses are listed in each of the topic areas in the order they should be taken.

If you prefer training to be delivered by your in-house training team (which will require you to modify and deliver our supplied base materials), view the **JumpStart** offering at the end of the listing below.

Note: If you are a Blackbaud CRM customer who previously purchased a **Learn®** training subscription, please view the [Learn curriculum datasheet](#).


Click course names to launch or register for a class

	Private Training	Training Materials
PROJECT TEAM TRAINING FOR BLACKBAUD CRM 4.0		
 Core Principles 1 for Project Team Training	●	
 Core Principles 2 for Project Team Training	●	
 Prospect Management for Project Team Training	●	
 Batch and Revenue Processing for Project Team Training	●	
 Communication for Project Team Training	●	
 Event Management for Project Team Training	●	
 Direct Marketing for Project Team Training	●	
 Data Analysis for Project Team Training	●	
 Stewardship Programs for Project Team Training	●	
 Membership Management for Project Team Training	●	
 Volunteer Management for Project Team Training	●	
 Wealth and Ratings for Project Team Training	●	
 Database Administration and Configuration Tasks	●	

 Course Abstract

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 

Click course names to launch or register for a class

	Private Training	Training Materials
END USER TRAINING FOR BLACKBAUD CRM 4.0		
 Fundamentals	•	
 Constituent Management	•	
 Prospect Management 1	•	
 Prospect Management 2	•	
 Revenue	•	
 Revenue Communications	•	
 Direct Marketing	•	
 Event Management	•	
 Volunteer Management	•	
 Sponsorship	•	
 Data Analysis	•	
 Appeal Mailings	•	
 Wealth and Ratings	•	
 Stewardship Programs	•	
 Membership Management	•	
JUMPSTART		
 JumpStart Training Materials		•
TECHNICAL TRAINING FOR SUPER USERS OF BLACKBAUD CRM 4.0		
<i>*All Technical Training offerings are 1-day classes unless otherwise noted.</i>		
 Page Designer	•	
TECHNICAL TRAINING FOR THE BLACKBAUD SOFTWARE DEVELOPMENT KIT (SDK) DEVELOPERS		
 Software Development Kit—Fundamentals (3-Day Course)	•	
 Software Development Kit—Batch (2-Day Course)	•	
 API Programming in CRM (Half-Day Course)	•	
TECHNICAL TRAINING FOR REPORTING IN BLACKBAUD CRM		
 Ad-Hoc Queries and Reporting	•	
 Data Warehouse Reporting	•	
 Data Warehouse Customization	•	
 SQL Server Reporting Services Reports in CRM	•	
 Output Tool Customization	•	

[LEARN MORE ABOUT BLACKBAUD UNIVERSITY](#)

Project Team Training

Project Team Training introduces your project team members to the Blackbaud CRM system and provides instruction for out-of-the-box use in order to better equip the team to facilitate system design sessions. Courses consist of feature demonstrations, discussion, and hands-on practice to enhance the learning experience of training participants. Contact your Blackbaud Account Manager for additional information.

Proposed breakdown of classes in suggested order:

	Day 1	Day 2	Day 3	Day 4	Day 5
	Project Team Training				
A.M.	Core Principles 1	Prospect Management	Communications	Choose one 3-hour or two 1.5-hour classes from the table below	Choose one 3-hour or two 1.5-hour classes from the table below
P.M.	Core Principles 2	Batch and Revenue	Event Management	Choose one 3-hour or two 1.5-hour classes from the table below	Choose one 3-hour or two 1.5-hour classes from the table below

Note: **Project Team Training** agendas for **Day 4** and **Day 5** can be tailored to include classes specific to your organization's Blackbaud CRM configuration. Two 1.5-hour classes can be combined to fill one **Morning** or one **Afternoon** session. Select from the topics below to suit your needs.

3-Hour Classes	1.5-Hour Classes
Direct Marketing	Stewardship
Membership Management	Data Analysis
	Volunteer Management
	Wealth and Ratings

End User Training

End User Training provides end users the information needed for a successful launch of Blackbaud CRM, and gives those end users the skills needed for day-to-day use of the system. Modules required for **End User Training** are specific to each organization's needs. However, all **End User Training** engagements should begin with the Blackbaud *Fundamentals* modules.

If your organization requires training on Prospects, your engagement must include the modules:

- [Blackbaud CRM: Constituent Management](#)
- [Blackbaud CRM: Prospect Management 1](#)
- [Blackbaud CRM: Prospect Management 2](#)

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 

Technical Training

Blackbaud CRM: Software Development Kit—Fundamentals

This course provides developers the foundational skills necessary to manipulate the Blackbaud CRM interface using the Blackbaud CRM Software Development Kit (SDK).

	Day 1	Day 2	Day 3
	Blackbaud CRM: Software Development Kit – Fundamentals		
A.M.	Building the User Interface 1	Queries and Lists 1	Tables, Data Forms, and CRUD Components 1
P.M.	Building the User Interface 2	Queries and Lists 2	Tables, Data Forms, and CRUD Components 2

Blackbaud CRM: Software Development Kit—Batch

This course provides developers the tools they need to develop fully functioning batch-type templates for processing groups of records within Blackbaud CRM.

	Day 1	Day 2
	Blackbaud CRM: Software Development Kit – Batch	
A.M.	Understanding and Developing a Custom Batch 1	Validation Process and Post Commitment Exceptions 1
P.M.	Understanding and Developing a Custom Batch 2	Validation Process and Post Commitment Exceptions 2

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 