



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 ResearchPoint™

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 ResearchPoint	•	•
Basics of Prospect Research	•	•
Fundamentals - Prospect Research		•
Fundamentals - Research Tools		•
Fundamentals - Refresher <i>90-Minute Course</i>		•
ResearchPoint Fundamentals Exam 2020	•	•

PROSPECTING AND ANALYTICS

Enhancing Records and Finding Hidden Wealth		•
Defining and Streamlining Your Prospect Research Process		•

ADMINISTRATION

Integration: Basics of Raiser's Edge and ResearchPoint Integration	•	•
Optimizing Your Database for Success		•

DATA MANAGEMENT

Target Analytics: Basics of Modeling	•	•
Target Analytics: Basics of Affluence Insight	•	•
Target Analytics: Basics of Advanced Direct Marketing Analytics	•	•



- Course Abstract
- eLearning Course
- Certification

LEARN MORE ABOUT BLACKBAUD UNIVERSITY

Click course names to launch or register for a class

Learn Basics	Learn More
--------------	------------

ORGANIZATIONAL BEST PRACTICES		
 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		
 OBP: Basics of Personas		
 OBP: Basics of Volunteers		
Click here to view the full curriculum for instructor-led OBP workshops and certifications		

Continued on next page

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 

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	SYSTEM ROLE			
	Development Officer – View Only	Development Officer – Advanced Rights	Prospect Research	Prospect Research Manager
Fundamentals	✓	✓	✓	✓
Prospecting and Analytics			✓	
Administration				✓
Data Management		✓	✓	✓

Role Descriptions

DEVELOPMENT OFFICER – VIEW ONLY

- Search for and view prospect records / Produce Prospect Research reports

DEVELOPMENT OFFICER – ADVANCED RIGHTS

- Must be added to the View Only rights / Limited add and edit rights / Individual and batch screening rights

PROSPECT RESEARCH

- Full research rights
- Add and edit records individually, through import, or batch
- Confirm and reject wealth results / Manage research lists and Capacity formulas

PROSPECT RESEARCH MANAGER

- Add and manage users
- Configure code tables, global changes, attributes, and system settings
- Can be combined with Prospect Research to have unlimited rights in ResearchPoint

[LEARN MORE ABOUT BLACKBAUD UNIVERSITY](#)