

Blackbaud University Curriculum for Luminate[®]

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](#).




Note: This datasheet includes Luminate Online™, Luminate TeamRaiser™, and Luminate CRM™ courses. The course title denotes which product the course covers.



Click course names to launch or register for a class

	Learn Basics	Learn More	Learn Everything
FUNDAMENTALS			
 Luminate Online: Basics of Constituent Management	●	●	●
 Luminate Online: Basics of Email	●	●	●
 Luminate Online: Basics of Donations	●	●	●
 Luminate Online: Basics of Data Analysis	●	●	●
 Luminate Online: Fundamentals—Overview and Constituent Management		●	●
 Luminate Online: Fundamentals—Email		●	●
 Luminate Online: Fundamentals—Donations		●	●
 Luminate Online: Fundamentals—Data Analysis		●	●
 Luminate Online Fundamentals Exam 2019		●	●
 Luminate Online: Fundamentals and Certification (2-Day Regional Class)			●
MARKETING AND COMMUNICATIONS			
 Luminate Online: Basics of Content Editor and Libraries	●	●	●
 Luminate Beta: Basics of Lists and Email	●	●	●
 Luminate Online: Optimizing Your Email Performance		●	●
 Luminate Online: Generating an Effective Welcome Series		●	●
 Luminate Beta: Enhancing Your Online Marketing Strategy		●	●



-  Course Abstract
-  eLearning Course
-  Certification







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	Learn Basics	Learn More	Learn Everything
WEBSITE AND FORM MANAGEMENT			
 Luminate Online: Basics of Surveys and Web Pages	●	●	●
 Luminate: Basics of Advocacy and Action Alerts	●	●	●
 Luminate Online: Surveys and Web Pages		●	●
 Luminate Online: S-Tags and Page Wrappers		●	●
FUNDRAISING			
 Luminate Online: Growing Your Recurring Gift Program		●	●
PEER-TO-PEER			
 Luminate: Basics of TeamRaiser	●	●	●
 Luminate: Setting Up TeamRaiser		●	●
 Luminate: Successful TeamRaiser Communications		●	●
EVENTS			
 Luminate Online: Basics of Calendar Events	●	●	●
 Luminate Online: Calendar Events		●	●
DATA ANALYSIS			
 Luminate Beta: Basics of SKY Reporting	●	●	●
 Luminate Online: Report Writer		●	●
SYSTEM MANAGEMENT			
 Integration: Basics of Raiser's Edge and Luminate Online Integration	●	●	●
BLACKBAUD MERCHANT SERVICES			
 Blackbaud Merchant Services: Basics of the Web Portal	●	●	●
 Integration: Basics of Processing Payments with Blackbaud Merchant Services	●	●	●
LUMINATE CRM			
 Luminate CRM: Basics of Luminate CRM	●	●	●
 Luminate CRM: Basics of Data Analysis	●	●	●
ORGANIZATIONAL BEST PRACTICES			
 OBP: Basics of Events	●	●	●
 OBP: Basics of Finance	●	●	●
 OBP: Basics of Fundraising	●	●	●
 OBP: Basics of Higher Education	●	●	●
 OBP: Basics of Impact	●	●	●

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	Learn Basics	Learn More	Learn Everything
ORGANIZATIONAL BEST PRACTICES (continued)			
 OBP: Basics of K-12 Education	●	●	●
 OBP: Basics of Marketing	●	●	●
 OBP: Basics of Membership	●	●	●
 OBP: Basics of Nonprofit Organizations	●	●	●
 OBP: Basics of Personas	●	●	●
 OBP: Basics of Volunteers	●	●	●
Click here to view the full curriculum for instructor-led OBP workshops and certifications		●	●

Regionals

	Day 1	Day 2
	Luminate Online: Fundamentals and Certification	
A.M.	Luminate Online: Fundamentals—Overview and Constituent Management	Luminate Online: Fundamentals—Donations
P.M.	Luminate Online: Fundamentals—Email	Luminate Online: Fundamentals—Data Analysis

Continued on next page

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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

Luminate Online	OCCUPATIONAL ROLE					
	Luminate Online System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
Fundamentals	✓	✓	✓	✓	✓	
Marketing and Communications	✓	✓		✓		
Website and Form Management	✓	✓		✓		✓
Fundraising	✓		✓			
Peer-to-Peer	✓				✓	
Events	✓		✓			
Data Analysis	✓	✓	✓		✓	✓
System Management	✓					
Blackbaud Merchant Services	✓					

Luminate CRM

Training Path	Luminate CRM System Administrator
Luminate CRM	✓

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Role Descriptions: **Luminate Online**

LUMINATE ONLINE SYSTEM ADMINISTRATOR

- Luminate Online power user, often the main user within an organization
- Maintains the database and performs other administrative tasks

COMMUNICATIONS

- Creates, runs, and reports on email campaigns
- Creates and updates web page content

FUNDRAISER

- Creates and runs fundraising campaigns
- Reports on the effectiveness of fundraising campaigns
- Creates, runs, and reports on event programs

WEB DEVELOPER

- Creates the look and feel of Luminate Online sites
- Creates and publishes web page content
- Creates email stationeries

PEER-TO-PEER EVENTS

- Creates, runs, and reports on TeamRaiser events
- Manages TeamRaiser volunteers

ADVOCACY

- Creates advocacy campaigns to generate public awareness and influence public officials
- Reports on the effectiveness of advocacy campaigns

Role Descriptions: **Luminate CRM**

LUMINATE CRM SYSTEM ADMINISTRATOR

- Adds and updates constituents in Luminate CRM
- Records constituent gifts
- Reports on Luminate CRM activity
- Performs other administrative tasks

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