BLACKBAUD CRM[™]

Appeal Mailings

COURSE TYPE

» Technology

MODALITY

» Instructor-Led Event

DURATION

» 3 Hours

DELIVERY METHOD

- » Online
- » Onsite

PREREQUISITES

» Blackbaud CRM: Fundamentals

COURSE OVERVIEW

Blackbaud CRM has multiple options for corresponding with your constituents. When you don't need the full functionality of a direct marketing campaign but are expecting a financial response to a communication, you can use appeal mailings to streamline your process.

TARGET AUDIENCE

This course is designed for creating Appeal Mailings directly to contact constituents. Users with a basic understanding of navigation, records, and communication in Blackbaud CRM will benefit from this course.

LEARNING OBJECTIVES

- Create appeals •
- Add packages •
- Manage appeal mailings tasks •
- Send appeal mailings •
- Track information related to responses received •
- Genreate prospect reports •
- Export lists and reports •

VIEW ADDITIONAL INFORMATION

- Registration information
- Blackbaud University policies
- View the complete curriculum for Blackbaud CRM

LEARN MORE ABOUT BLACKBAUD UNIVERSITY

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