



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
- Generate prospect reports
- Export lists and reports

VIEW ADDITIONAL INFORMATION

- [Registration information](#)
- [Blackbaud University policies](#)
- [View the complete curriculum for Blackbaud CRM](#)