BLACKBAUD CRM™

JumpStart Training Materials

COURSE TYPE

» Technology

MODALITY

» Slide Decks in Microsoft® PowerPoint®

DURATION

» 30 Hours of content (designed to be delivered across 10 days)

DELIVERY METHOD

» Customer's Staff Trainers

PREREQUISITES

» None

COURSE OVERVIEW

Blackbaud CRM JumpStart Training Materials are a "do it yourself" solution for customers who have the staff resources to deliver in-house training to team members, but do not want to create their own training material.

Customers receive Microsoft® PowerPoint files that illustrate standard product concepts and "how-to" content for functional areas included in their software solution. The content includes pre-formatted slides which suggest to trainers where they might insert their own custom screenshots and graphics so participants will see their organization's actual Blackbaud CRM data with all customizations, policies, and workflow practices in place.

JumpStart materials also contain a variety of standard self-paced activities, labs, and discussion slides.
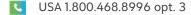
When all training sessions have been completed, the customer owns the intellectual property rights to the files. The customer is responsible for editing, printing, and maintenance of handouts.

TARGET AUDIENCE

These materials provide the primary training for all roles and tasks, and are designed for all end users of Blackbaud CRM.

INCLUDED LESSONS

- Fundamentals of Blackbaud CRM
- Constituent Management
- Event Management
- Marketing
- Prospect Management 1
- Prospect Management 2
- Revenue Communications
- Revenue
- Sponsorships
- Volunteer Management

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