



BLACKBAUDUNIVERSITY

COURSE TYPE

- » Best Practices

MODALITY

- » Instructor-Led Event

DURATION

- » 3 Hours

DELIVERY METHOD

- » Online
(Group Internet-Based)
- » Onsite (Group Live)

SUGGESTED PREREQUISITES

- » OBP: Basics of Personas

ADVANCE PREPARATION

- » None

CONTINUING EDUCATION CREDITS

- » **CPE Credits:** 3
- » **Program Level:** Basic
- » **Field of Study:**
Business Management &
Organization –
Non-Technical

ORGANIZATIONAL BEST PRACTICES

Fundraising—Impact

COURSE OVERVIEW

Did you know that 59% of donors want to know more about the impact of their donation?

In this course, learn to encourage supporter investment, not just giving, in your mission. Identify and set actionable, realistic, and measurable goals and define the outputs and outcomes of your organization's work. Understand the data that goes into evaluating goals and how to best share impact with staff and supporters.

Students receive a workbook containing class activities and next steps for after class.

LEARNING OBJECTIVES

- Discuss types of goals
- Explore the difference between outputs and outcomes
- Identify data needed to evaluate goals
- Discuss best practices for sharing impact with staff and supporters

VIEW ADDITIONAL INFORMATION

- [Registration information](#)
- [Blackbaud University policies](#)
- [View the complete curriculum for Organizational Best Practices](#)
- [Official NASBA statement and FAQs](#)

[LEARN MORE ABOUT BLACKBAUD UNIVERSITY](#)

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- www.blackbaud.com/training

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