

blackbaud®



# EDUCATION SERVICES OVERVIEW

2021

World-Class Education for Social Good

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**A**t Blackbaud University, our mission is to accelerate your success through high-quality training and education to help ensure you get the greatest benefits from your Blackbaud products.

A robust learning management system, enhanced scheduling, simplified curriculum, and myriad training possibilities are just some of the benefits you can expect from Blackbaud University's total learning experience.

We look forward to sharing our passion with you and thank you for partnering with us in your journey to success.

A handwritten signature in black ink, reading "Michael Savitz", written over a horizontal line.

**MICHAEL SAVITZ**  
Blackbaud University, VP & GM

HELLO  
THERE!

As a technology leader, Blackbaud empowers thousands of *social good* organizations of all sizes to drive change and make the world a better place.

# VALUE OF BLACKBAUD UNIVERSITY

*"Our trainer was great! I took a lot away from this program and am looking forward to registering for more classes."*

- Gloria Richardson,  
Confederation College Foundation



You've made an investment in your Blackbaud software. Our goal now is to help you attain the knowledge and skills you need to increase your productivity and achieve your objectives. Education is an ongoing process and a valuable investment in the long-term success of your organization, your mission, and your people. We pride ourselves in providing the best education possible and focus on a cost-effective approach for both individuals and organizations.



# HOW WE SUPPORT YOUR SUCCESS



*“Blackbaud’s software training is among the finest that I have ever encountered.”*

- Christian Coiner,  
Girl Scouts of Greater Atlanta



## Curriculum

Our expert education team is committed to providing the highest quality training materials and learning experiences. Our role-based training paths are carefully designed to accommodate various knowledge and skill levels.



## Instruction

With extensive experience in the social good world, our instructors are among the best in the industry. With limited class size, attendees benefit from more opportunities to interact with the instructor and their fellow learners.



## Infrastructure and Operations

Should you have any training questions, we offer a variety of ways to contact us, including free chat support. Our learning management system (LMS) also makes self-service possible. You can register, cancel, and reschedule training for yourself or other staff members. From the first moment you engage with us, our goal is to delight you with every single interaction.

# FLEXIBLE CONTINUING EDUCATION

## Blackbaud University Mission

In 2020, our students logged nearly 260,000 training hours. Our mission is to power social good with knowledge. Join us in class in 2021!

6,700+

Instructor-led courses delivered

154,000+

Course completions from students

7,900+

Total organizations trained



### Continuing Education

Blackbaud University commits to providing continuing education in a flexible framework. Blackbaud is recognized by CFRE International and NASBA as an approved provider. This means you can earn credit toward your continuing education when you complete selected courses. Click the logos below to learn more.



# TECHNOLOGY SUBSCRIPTIONS



Train the users at your organization for one single price. Our **Learn®** subscription tiers provide all the necessary technology training for any budget and need. Pricing is based on the software solution owned by the organization.

## Getting Started

eLearning *Basics* courses and *Fundamentals* level certification are available to all Blackbaud customers at no additional cost

LEARN  
MORE

Product

✓ eLearning

.....

✓ Virtual Instructor-Led Training

.....

✓ Certifications

Organizational Best Practices

✓ eLearning

.....

✓ Virtual Instructor-Led Workshops

.....

✓ Certifications

★

LEARN  
EVERYTHING

Product

✓ eLearning

.....

✓ Virtual Instructor-Led Training

.....

✓ Certifications

.....

✓ Virtual Accelerator Pack Events

Organizational Best Practices

✓ eLearning

.....

✓ Virtual Instructor-Led Workshops

.....

✓ Certifications

Course availability subject to organization’s Blackbaud product and **Learn®** training subscription

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# CERTIFICATION

Blackbaud University offers certified learning opportunities to recognize student achievement, product knowledge, and industry expertise. We provide these development opportunities to reflect our learners' commitment to excellence. When you achieve accreditation, you join a savvy community of professionals who are Blackbaud experts, and you attain credentials recognized as the industry standard.

## Certification Journey

The opportunity to earn your Blackbaud product certifications and your *Organizational Best Practices* certifications are included in Blackbaud University's *Learn More* and *Learn Everything* training subscriptions.

**As of 2020:** All users can certify their *Fundamentals* or *K-12 Core* knowledge at no cost!

► Click [here](#) to view all certifications



Altru

Raiser's Edge NXT

Financial Edge NXT

Blackbaud Grantmaking

blackbaud<sup>®</sup>

**CERTIFIED**

eTapestry

Blackbaud's education management portfolio

Luminate Online



# BLACKBAUD UNIVERSITY STATISTICS

BLACKBAUD STUDENTS TOLD US...



**Amplified Efficiency**  
6 hours saved  
per week



**Increased Funds**  
+15% more  
funds raised

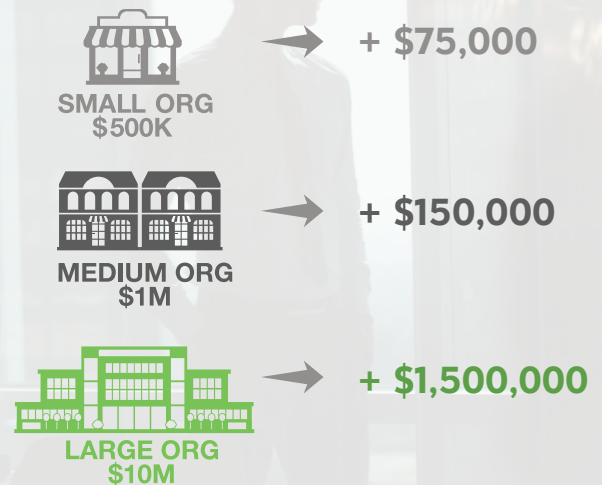


**Improved Donor Retention**  
+7% more  
donors retained

## WHAT CAN YOU ACHIEVE WITH MORE FUNDS RAISED?

### RAISE MONEY

Majority of organizations reported a 15% increase in ability to raise funds



# TRAINING OPPORTUNITIES

At Blackbaud University, we offer a variety of training methods to suit all learning styles, preferences, and schedules. With nearly 900 hours of available courseware, choose the learning format that fits your needs.

## eLearning

Brush up on existing skills or quickly ramp up on new ones—from anywhere and at any time. Content is devoted to building foundational product skills.

## Virtual Instructor-Led Training

Our virtual training opportunities give you the educational advantage of meeting and interfacing directly with an instructor and your peers, in a secure online environment.

**Private Training:** Whether your team is in the same region or geographically distributed, you can take classes together as a team via a private training. Get personal attention from a Blackbaud instructor and exclusive learning alongside your colleagues.

**Public Training:** Our classes are all planned and scheduled to maximize your time.

3-Hour Classes	
Session Start	U.S. Eastern Time
Block 0	5:00 a.m.
Block 1	9:00 a.m.
Block 2	1:00 p.m.
Block 3	5:00 p.m.

90-Minute Classes	
Session Start	U.S. Eastern Time
Block A	6:00 a.m.
Block B	9:00 a.m.
Block C	12:00 p.m.
Block D	3:00 p.m.
Block E	6:00 p.m.

All start times are listed in U.S. Eastern Time.

To convert Session Start times to your time zone, use a [time conversion tool](#).

## Accelerator Pack Events

Due to current global health concerns, in-person events have been transformed into online Accelerator Pack events delivered virtually, by a single instructor. These multi-course events are a great opportunity for accelerated learning alongside your peers, all with the ease of a single registration.

# CONTACT US

**Address**

65 Fairchild Street, Charleston, SC 29492

**Web**

[www.blackbaud.com/training](http://www.blackbaud.com/training)

**Chat with us**

<https://www.blackbaud.com/training-support/chat>

**Blackbaud University Training Help chat hours are 8:30 a.m. to 5 p.m. U.S. Eastern Time**