

# Blackbaud University Curriculum for

## Blackbaud CRM™

Blackbaud University offers educational opportunities that support all Blackbaud CRM training needs, from the *implementation* phase to *go-live* end-user training.

Blackbaud instructor-led courses include Project Team Training, User Acceptance Testing Training, Train-the-Trainer Training, and End User Training.

If you prefer training to be delivered by your in-house training team (which will require you to modify and deliver our supplied base materials), view the **JumpStart & Train-the-Trainer Training** offering in the listing.

<ul style="list-style-type: none"> <li>In each topic area, courses are listed in the order they should be taken</li> <li>Click a course name to view the course abstract</li> </ul>	Private Training	Training Materials	On-Demand Recordings
PROJECT TEAM TRAINING FOR BLACKBAUD CRM			
<a href="#">Core Principles 1 for Project Team Training</a>	●		
<a href="#">Core Principles 2 for Project Team Training</a>	●		
<a href="#">Prospect Management for Project Team Training</a>	●		
<a href="#">Batch and Revenue Processing for Project Team Training</a>	●		
<a href="#">Communication for Project Team Training</a>	●		
<a href="#">Event Management for Project Team Training</a>	●		
<a href="#">Direct Marketing for Project Team Training</a>	●		
<a href="#">Data Analysis for Project Team Training</a>	●		
<a href="#">Stewardship Programs for Project Team Training</a>	●		
<a href="#">Membership Management for Project Team Training</a>	●		
<a href="#">Volunteer Management for Project Team Training</a>	●		
<a href="#">Wealth and Ratings for Project Team Training</a>	●		
<a href="#">Database Administration and Configuration Tasks</a>	●		
TECHNICAL TRAINING FOR BLACKBAUD CRM			
<a href="#">SDK Fundamentals</a>			●
<a href="#">SDK Data Structures</a>			●
<a href="#">SDK Lists</a>			●

<ul style="list-style-type: none"> <li>In each topic area, courses are listed in the order they should be taken</li> <li>Click a course name to view the course abstract</li> </ul>	Private Training	Training Materials	On-Demand Recordings
TECHNICAL TRAINING FOR BLACKBAUD CRM (continued)			
<a href="#">SDK CRUD Operations</a>			●
<a href="#">SDK Pages</a>			●
<a href="#">SDK CLR – Fundamentals and Lists</a>			●
<a href="#">SDK CLR CRUD Operations</a>			●
<a href="#">UI Model</a>			●
<a href="#">API</a>			●
<a href="#">Standard Outputs</a>			●
<a href="#">Page Designer</a>			●
END USER TRAINING FOR BLACKBAUD CRM			
<a href="#">Fundamentals</a>	●		
<a href="#">Constituent Management</a>	●		
<a href="#">Prospect Management 1</a>	●		
<a href="#">Prospect Management 2</a>	●		
<a href="#">Revenue</a>	●		
<a href="#">Revenue Communications</a>	●		
<a href="#">Direct Marketing</a>	●		
<a href="#">Event Management</a>	●		
<a href="#">Volunteer Management</a>	●		
<a href="#">Sponsorship</a>	●		
<a href="#">Data Analysis</a>	●		
<a href="#">Appeal Mailings</a>	●		
<a href="#">Wealth and Ratings</a>	●		
<a href="#">Stewardship Programs</a>	●		
<a href="#">Membership Management</a>	●		
JUMPSTART & TRAIN-THE-TRAINER TRAINING			
<a href="#">JumpStart Training Materials &amp; Train-the-Trainer</a>	●	●	

(continued on next page)

## Project Team Training

**Project Team Training** introduces your project team members to the Blackbaud CRM system and provides instruction for out-of-the-box use in order to better equip the team to facilitate system design sessions. Courses consist of feature demonstrations, discussion, and hands-on practice to enhance the learning experience of training participants. Contact your Blackbaud Account Manager for additional information.

Proposed breakdown of classes in suggested order:

	Day 1	Day 2	Day 3	Day 4	Day 5
	Project Team Training				
A.M.	Core Principles 1	Prospect Management	Communications	Choose one 3-hour or two 1.5-hour classes from the table below	Choose one 3-hour or two 1.5-hour classes from the table below
P.M.	Core Principles 2	Batch and Revenue	Event Management	Choose one 3-hour or two 1.5-hour classes from the table below	Choose one 3-hour or two 1.5-hour classes from the table below

**Note:** **Project Team Training** agendas for **Day 4** and **Day 5** can be tailored to include classes specific to your organization's Blackbaud CRM configuration. Two 1.5-hour classes can be combined to fill one **Morning** or one **Afternoon** session. Select from the topics below to suit your needs.

3-Hour Classes	1.5-Hour Classes
Direct Marketing	Stewardship
Membership Management	Volunteer Management
Data Analysis	Wealth and Ratings

## End User Training

**End User Training** provides end users the information needed for a successful launch of Blackbaud CRM, and gives those end users the skills needed for day-to-day use of the system. Modules required for **End User Training** are specific to each organization's needs. However, all **End User Training** engagements should begin with the Blackbaud *Fundamentals* modules.

If your organization requires training on Prospects, your engagement must include the modules:

- Blackbaud CRM: Constituent Management
- Blackbaud CRM: Prospect Management 1
- Blackbaud CRM: Prospect Management 2
- User Acceptance Testing Training

## User Acceptance Testing Training

**User Acceptance Testing Training** equips testers with the appropriate Blackbaud CRM product knowledge to effectively execute and perform test cases. This training occurs prior to the testing phase of the implementation process. Work within your own Blackbaud CRM data. In instances when custom data is not available at the time of training, standard CRM training data is used.