# Blackbaud University Curriculum for
## Blackbaud Luminate®

To view all Luminate **Learning Paths** click here.

Wondering which courses are best for your job role?

- Click here to explore recommended **Learning Paths** based on your job role
- Click here to explore **Job Role** descriptions

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## Training Opportunities for *Learn More* Subscriptions

| • In each **LEARNING PATH**, courses are listed in the order they should be taken<br>• All courses are 3 hours (180 minutes) unless indicated otherwise | Virtual Instructor-Led | eLearning |
|---|:---:|:---:|
| **LEARNING PATH**:  Fundamentals    ← Click HEADERS TO VIEW LEARNING PATHS | | |
| Fundamentals - Overview and Constituent Management | • | |
| Fundamentals - Email | • | |
| Fundamentals - Classic Email | | • |
| Fundamentals - Donations | • | |
| Fundamentals - Data Analysis | • | |
| **LEARNING PATH**:  Marketing and Communications | | |
| Optimizing Your Email Performance | | • |
| Engagement Factors and Email List Health | | • |
| Generating an Effective Welcome Series | | • |
| Tailoring Content with S-Tags | | • |
| **LEARNING PATH**:  Website and Form Management | | |
| Crafting Surveys   *90-Minute Course* | • | |
| Designing Web Pages with PageBuilder   *90-Minute Course* | • | |
| Surveys and Web Pages | | • |
| Page Wrappers | | • |
| **LEARNING PATH**:  Fundraising | | |
| Growing Your Recurring Gift Program | | • |
| Compassionate Tribute Campaigns | | • |
| **LEARNING PATH**:  Events | | |
| Calendar Events | | • |

| | Virtual Instructor-Led | eLearning |
|---|:---:|:---:|
| • In each **LEARNING PATH**, courses are listed in the order they should be taken<br>• All courses are 3 hours (180 minutes) unless indicated otherwise | | |
| **LEARNING PATH:  Peer-to-Peer** | | |
| Luminate: Setting Up TeamRaiser | ● | ● |
| Luminate: Successful TeamRaiser Communications | | ● |
| Luminate: Empowering TeamRaiser Volunteers | | ● |
| **LEARNING PATH:  Data Analysis** | | |
| Report Writer | | ● |
| Custom Imports *90-Minute Course* | ● | ● |
| **LEARNING PATH:  Blackbaud Merchant Services** | | |
| Blackbaud Merchant Services: Basics of the Web Portal | | ● |
| Integration: Basics of Processing Payments with Blackbaud Merchant Services | | ● |

## CERTIFICATION

- Take the **Luminate Online Fundamentals Exam** and get **Blackbaud Certified®**

## eLEARNING BASICS

- View the Luminate Online *Basics* Learning Path

## ORGANIZATIONAL BEST PRACTICES

- Build your business acumen and social good expertise with these non-product-specific courses
- View the *Organizational Best Practices* Learning Path

# Additional Training Opportunities

## for *Learn Everything* Subscriptions

### Courses that Support Microsoft Product Use

These instructor-led, hands-on courses support Microsoft Excel and Word. Boost your organization's productivity with targeted hands-on learning.

**LEARNING PATH**:  Microsoft Product Training

### North Star Sessions

Get expert guidance from leaders in the social good sector. These insightful and instructive video sessions are available on-demand, 24/7.

**LEARNING PATH**:  North Star Sessions

www.blackbaud.com/training

# Role-Based Learning Paths

Use the **Learning Paths** table below to help you determine which courses to take.

Learning Paths are listed in recommended order, beginning with *Fundamentals*.

Each Learning Path identifies one or more occupational job roles for which training is recommended. To confirm which occupational roles match your job description, refer to the **Role Descriptions** information that appears below the **Learning Paths** table.

## Learning Paths

| Click on a **Learning Path** below to view the associated courses | OCCUPATIONAL JOB ROLE *Job Role Descriptions on the next page* | | | | | |
|---|---|---|---|---|---|---|
| | Luminate Online System Administrator | Communications | Fundraiser | Web Developer | Peer-to-Peer Events | Advocacy |
| Fundamentals | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| Marketing and Communications | ✔ | ✔ | | ✔ | | |
| Website and Form Management | ✔ | ✔ | | ✔ | | ✔ |
| Fundraising | ✔ | | ✔ | | | |
| Events | ✔ | | ✔ | | | |
| Peer-to-Peer | ✔ | | | | ✔ | |
| Data Analysis | ✔ | ✔ | ✔ | | ✔ | ✔ |
| Blackbaud Merchant Services | ✔ | | | | | |

# Job Role Descriptions

## System Administrator

- Luminate Online power user, often the main user within an organization
- Maintains the database and performs other administrative tasks

## Communications

- Creates, runs, and reports on email campaigns
- Creates and updates web page content

## Fundraiser

- Creates and runs fundraising campaigns
- Reports on the effectiveness of fundraising campaigns
- Creates, runs, and reports on event programs

## Web Developer

- Creates the look and feel of Luminate Online sites
- Creates and publishes web page content
- Creates email stationeries

## Peer-to-Peer Events

- Creates, runs, and reports on TeamRaiser events
- Manages TeamRaiser volunteers

## Advocacy

- Creates advocacy campaigns to generate public awareness and influence public officials
- Reports on the effectiveness of advocacy campaigns

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