



# Blackbaud University Curriculum for Organizational Best Practices

This curriculum includes opportunities to earn continuing education credits for [CFRE](#) and [CPE](#). Start with eLearning *Basics* on-demand courses or jump to instructor-led online courses for hands-on learning.



To view a course description or launch a class, click through to the appropriate **Learning Paths** page:

- To view Organizational Best Practices eLearning *Basics* **Learning Paths**, [click here](#).
- To view all Organizational Best Practices **Learning Paths**, [click here](#).

Curriculum spans three pillars: [Essentials](#), [Fundraising](#), [Marketing](#).



In each of the topic areas, courses are listed in the order they should be taken.

	OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING
<b>ESSENTIALS</b>				
Basics of Events	•	•	•	•
Basics of Finance	•	•	•	•
Basics of Fundraising	•	•	•	•
Basics of Marketing	•	•	•	•
Basics of Nonprofit Organizations	•	•	•	•
Basics of Peer-to-Peer	•	•	•	•
<b>FUNDRAISING</b>				
Basics of Personas	•	•	•	•
Fundraising - Impact	•		•	•
Fundraising - Case Statements	•		•	•
Fundraising - Major Giving	•		•	•
Fundraising - Donor Retention	•		•	•
Fundraising Exam 2022	•		•	•



eLearning Course  
 Certification

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### FUNDRAISING ADVANCED

Fundraising - End-of-Year Success	●		●	●
Fundraising - Grants	●		●	●
Fundraising - Peer-to-Peer	●		●	●
Fundraising - Stewarding Planned Givers	●		●	●
Fundraising - Stewarding Sustaining Givers	●		●	●

### MARKETING

 Basics of Impact	●	●	●	●
Marketing - Personas	●		●	●
Marketing - Brand	●		●	●
Marketing - Welcome Series <i>90-Minute Course</i>	●		●	●
Marketing - Social Media	●		●	●
 Marketing Exam 2022	●		●	●

### MARKETING ADVANCED

Marketing - Multimedia Storytelling	●		●	●
Marketing - Newsletters and Annual Reports	●		●	●

### ESSENTIALS: ARTS AND CULTURAL

Arts and Cultural - Memberships <i>90-Minute Course</i>	●		●	●
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### ESSENTIALS: EDUCATION

Education - Higher Education Alum Engagement	●		●	●
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### ESSENTIALS: EVENTS

Events - On a Budget	●		●	●
Events - Virtual Events	●		●	●

### ESSENTIALS: EXECUTIVE

Executive - Leadership Toolkit	●		●	●
Executive - Strategy and Change Management	●		●	●

### ESSENTIALS: FINANCE

Finance - Organizational Collaboration	●		●	●
Finance - Year-End and Audit Plans	●		●	●

### ESSENTIALS: VOLUNTEERS

Volunteers - Recruitment and Retention	●		●	●
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