

Blackbaud University Curriculum for JustGiving® from Blackbaud®

To view all JustGiving Learning Paths [click here](#).

Training Opportunities for *Learn More* Subscriptions

	Virtual Instructor-Led	eLearning
<ul style="list-style-type: none"> In each LEARNING PATH, courses are listed in the order they should be taken 		
LEARNING PATH: Integrations for JustGiving from Blackbaud ← Click HEADERS TO VIEW LEARNING PATHS		
Integration: Basics of Raiser's Edge Integrations		•
Blackbaud Merchant Services: Basics of the Web Portal		•
LEARNING PATH: Organizational Best Practices for JustGiving from Blackbaud: Fundraising		
Basics of Fundraising		•
Fundraising - Impact	•	
Fundraising - Case Statements	•	
Fundraising - Donor Retention	•	
Fundraising - End-of-Year Success	•	
Fundraising - Peer-to-Peer	•	
LEARNING PATH: Organizational Best Practices for JustGiving from Blackbaud: Marketing		
Basics of Marketing		•
Marketing - Personas	•	
Marketing - Brand	•	
Marketing - Welcome Series	•	
Marketing - Social Media	•	
Organizational Best Practices Marketing Certification Exam		•
LEARNING PATH: Organizational Best Practices for JustGiving from Blackbaud: Events		
Events - Virtual Events	•	
Events - On a Budget	•	
Volunteers - Recruitment and Retention	•	

CERTIFICATION

- Take the [Organizational Best Practices Marketing Certification Exam](#) and get **Blackbaud Certified®**

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