# 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**.

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

### Essentials

- Basics of Events
- Basics of Finance
- Basics of Fundraising
- Basics of Marketing
- Basics of Nonprofit Organizations
- Basics of Peer-to-Peer

### Fundraising

- Basics of Personas
- Fundraising - Impact
- Fundraising - Case Statements
- Fundraising - Major Giving
- Fundraising - Donor Retention
- Fundraising Exam 2021

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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 *90-Minute Course*
- Marketing - Social Media
- Marketing Exam 2021

**MARKETING ADVANCED**

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

**ESSENTIALS: ARTS AND CULTURAL**

- Arts and Cultural - Memberships *90-Minute Course*

**ESSENTIALS: EDUCATION**

- Education - Higher Education Alum Engagement

**ESSENTIALS: EVENTS**

- Events - On a Budget
- Events - Virtual Events

**ESSENTIALS: FINANCE**

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

**ESSENTIALS: VOLUNTEERS**

- Volunteers - Recruitment and Retention