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 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 2022
In each of the topic areas, courses are listed in the order they should be taken.

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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 2022

### 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: 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