
















Blackbaud University Curriculum for Blackbaud CRM™

To learn more about Blackbaud University's *Learn* training subscription click [here](#). To launch one of the on-demand videos included in the *Learn* subscription, click a course title in the listing below.

The Project Team Training and End User Training instructor-led modules each have a detailed course abstract accessible by clicking the course title.

	Learn	Private Training Options	Public Regional Class
Blackbaud CRM 4.0			
 Blackbaud CRM 4.0: Introduction to BBCRM	•		
 Blackbaud CRM 4.0: Batch and Revenue Processing	•		
 Blackbaud CRM 4.0: Constituents	•		
 Blackbaud CRM 4.0: Event Management	•		
 Blackbaud CRM 4.0: Information Library	•		
 Blackbaud CRM 4.0: Prospect Management	•		
Blackbaud CRM 3.0			
 Blackbaud CRM 3.0: Navigate the Application	•		
 Blackbaud CRM 3.0: Manage Constituents	•		
 Blackbaud CRM 3.0: Process Revenue Using Batch	•		
 Blackbaud CRM 3.0: Work with Ad-hoc Query	•		
 Blackbaud CRM 3.0: Manage Events	•		
 Blackbaud CRM 3.0: Manage Revenue	•		
 Blackbaud CRM 3.0: Prospect Management	•		
Blackbaud CRM 2.0			
 Blackbaud CRM 2.0: Learn CRM	•		
Project Team Training for Blackbaud CRM 4.0			
 Blackbaud CRM: Core Principles 1 for Project Team Training		•	
 Blackbaud CRM: Core Principles 2 for Project Team Training		•	
 Blackbaud CRM: Prospect Management for Project Team Training		•	
 Blackbaud CRM: Batch and Revenue for Project Team Training		•	
 Blackbaud CRM: Communications for Project Team Training		•	
 Blackbaud CRM: Event Management for Project Team Training		•	
 Blackbaud CRM: Direct Marketing for Project Team Training		•	

 Abstract
 eLearning Course

	Learn	Private Training Options	Public Regional Class
Project Team Training for Blackbaud CRM 4.0 (cont.)			
 Blackbaud CRM: Data Analysis for Project Team Training		•	
 Blackbaud CRM: Stewardship Programs for Project Team Training		•	
 Blackbaud CRM: Membership Management for Project Team Training		•	
 Blackbaud CRM: Volunteer Management for Project Team Training		•	
End User Training for Blackbaud CRM 4.0			
 Blackbaud CRM: Fundamentals		•	
 Blackbaud CRM: Constituent Management		•	
 Blackbaud CRM: Prospect Management I		•	
 Blackbaud CRM: Prospect Management II		•	
 Blackbaud CRM: Revenue		•	
 Blackbaud CRM: Revenue Communications		•	
 Blackbaud CRM: Marketing		•	
 Blackbaud CRM: Event Management		•	
 Blackbaud CRM: Volunteer Management		•	
 Blackbaud CRM: Sponsorship		•	
Technical Training for Super Users Blackbaud CRM 4.0			
 Blackbaud CRM: Page Designer (1-Day Class)		•	
Technical Training for SDK Developers			
 Blackbaud CRM: Software Development Kit - Fundamentals (3-Day Class)		•	•

Project Team Training

The purpose of Project Team Training is to introduce and provide instruction on the out-to-the-box use of the Blackbaud CRM system to your project team members in order to better equip the team to facilitate system design sessions. The courses include feature demonstrations, discussion, and hands-on practice to enhance the learning experience of training participants. Contact your Blackbaud Account Manager for additional information.

Proposed breakdown of classes in suggested order:

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning	Blackbaud CRM: Core Principles 1	Blackbaud CRM: Prospect Management	Blackbaud CRM: Communications	Blackbaud CRM: Direct Marketing	Blackbaud CRM: Stewardship Programs
Afternoon	Blackbaud CRM: Core Principles 2	Blackbaud CRM: Batch and Revenue	Blackbaud CRM: Event Management	Blackbaud CRM: Data Analysis	Blackbaud CRM: Membership Management or Blackbaud CRM: Volunteer Management

End User Training

The purpose of End User Training is to provide end users the information needed for a successful launch of Blackbaud CRM and the skills needed for their day-to-day use of the system. Modules required for End User Training are specific to each organizations needs. However, all End User Training engagements should begin with the Blackbaud Fundamentals. If your organization requires training on Prospects, your engagement must include Constituent Management and both Prospects I and Prospects II.

Software Development Kit - Fundamentals

The purpose of the Software Development Kit - Fundamentals is to provide developers the foundation of skills to manipulate the Blackbaud CRM interface using SDK.

	Day 1	Day 2	Day 3
Morning	Building the User Interface 1	Queries and Lists 1	Tables, Data Forms, and CRUD Components 1
Afternoon	Building the User Interface 2	Queries and Lists 2	Tables, Data Forms, and CRUD Components 2