

Blackbaud University Curriculum for Luminate®

To learn more about Blackbaud University’s *Learn Basics*, *Learn More* and *Learn Everything* training subscription tiers [click here](#). All *Learn Basics* online eLearning courses are included in your Luminate software purchase and are available on-demand for all users. To view a course description, register for a class, or launch the class, click a course title in the listing below.

Courses are listed in each of the topic areas in the order they should be taken. Instructor-led trainings will provide an in-depth, hands-on experience.




Note: This datasheet covers Luminate Online™, Luminate TeamRaiser®, and Luminate CRM™ courses.


The beginning of the course title denotes which product the course covers.

	Learn Basics	Learn More	Learn Everything
Fundamentals			
 Luminate Online: Basics of Constituent Management	●	●	●
 Luminate Online: Basics of Donations	●	●	●
 Luminate Online: Basics of Email	●	●	●
 Luminate Online: Fundamentals—Overview and Managing Constituents		●	●
 Luminate Online: Fundamentals—Donations		●	●
 Luminate Online: Fundamentals—Email		●	●
 Luminate Online: Fundamentals—Data Analysis 1		●	●
 Luminate Online Fundamentals Exam 2017		●	●
 Luminate Online: Fundamentals and Certification (2-Day Regional Class)			●
Marketing and Communications			
 Luminate Online: Basics of Content Creation	●	●	●
 Luminate Online: Basics of Content	●	●	●
 Luminate Online: Surveys and Web Pages		●	●
 Luminate Online: Email Strategy and Optimization		●	●
 Luminate Online: Generating an Effective Welcome Series		●	●
 Luminate Online: Managing End-of-Year Planning		●	●
TeamRaiser			
 Luminate: Basics of TeamRaiser	●	●	●
 Luminate: Setting Up TeamRaiser		●	●
 Luminate: Running TeamRaiser Events		●	●



Note: *Luminate Online: Fundamentals—Overview and Managing Constituents* is the first virtual instructor-led training (VILT) course in the *Fundamentals* series and is a prerequisite for all other VILT courses. Some advanced courses require completion of the *Fundamentals* series of courses and/or the *Fundamentals* Certification. There are no prerequisites for *Nonprofit Workshop* courses.

-  Abstract
-  eLearning Course
-  Certification




	Learn Basics	Learn More	Learn Everything
Advocacy			
 Luminate: Basics of Advocacy and Action Alerts	●	●	●
Calendar Events			
 Luminate Online: Basics of Calendar Events	●	●	●
Administrator			
 Luminate Beta: Basics of SKY Reporting	●	●	●
 Integration: Managing Raiser's Edge and Luminate Online Integration <small>*Available in the <i>Learn Basics</i> tier for a limited time</small>	●	●	●
 Luminate Online: Managing Security		●	●
Luminate CRM			
 Luminate CRM: Basics of Luminate Constituent Relationship Management	●	●	●
 Luminate CRM: Basics of Data Analysis	●	●	●
 Integration: Luminate Online and Luminate CRM		●	●
 Luminate CRM: Fundamentals—Overview and Accounts		●	●
 Luminate CRM: Fundamentals—Gifts		●	●
 Luminate CRM Fundamentals Exam 2017		●	●



Note: *Luminate CRM: Fundamentals—Overview and Accounts* is the first virtual instructor-led training (VILT) course in the *Luminate CRM: Fundamentals* two-course series. There are no prerequisites for *Nonprofit Workshops*.

Regionals





















	Day 1	Day 2
	Luminate Online: Fundamentals and Certification	
Morning	Luminate Online: Fundamentals—Overview and Managing Constituents	Luminate Online: Fundamentals—Email
Afternoon	Luminate Online: Fundamentals—Donations	Luminate Online: Fundamentals—Data Analysis 1

-  Abstract
-  eLearning Course
-  Certification



Nonprofit Workshops

Blackbaud University *Nonprofit Workshop* courses are not product specific, and do not cover specific technology solutions. Instead, these interactive workshops explore strategies, inspire conversation, and help you apply industry best practices at your nonprofit organization.

	Learn Basics	Learn More	Learn Everything
Fundraising			
 Nonprofit Workshop: Fundraising			●
 Nonprofit Workshop: Effective Case Statements			●
 Nonprofit Workshop: Peer-to-Peer Fundraising			●
 Nonprofit Workshop: Sustainer Giving			●
 Nonprofit Workshop: Major Giving			●
 Nonprofit Workshop: Grantseeking			●
 Nonprofit Workshop: Grant Writing and Stewardship			●
 Nonprofit Workshop: Six Steps to End-of-Year Success			●
Marketing and Communications			
 Nonprofit Workshop: Marketing and Communications			●
 Nonprofit Workshop: Email Communications			●
 Nonprofit Workshop: Improving Your Website's Usability			●
 Nonprofit Workshop: Building a Social Media Playbook			●
Engaging Your Network			
 Nonprofit Workshop: Building Engagement			●
 Nonprofit Workshop: Leading Volunteers to Success			●
 Nonprofit Workshop: Event Management			●
 Nonprofit Workshop: Board Management			●
 Nonprofit Workshop: Membership Management			●
Operational Excellence			
 Nonprofit Workshop: Organizational Management			●
 Nonprofit Workshop: Nonprofit Accounting for Fundraisers			●
 Nonprofit Workshop: Managing Cash Flow			●

Role-Based Training Paths

Use the **Training Paths** table below to help you determine which courses to take. The course topics are listed in recommended order, beginning with *Fundamentals*. Course titles within each topic are also listed in the recommended order. Each topic identifies one or more occupational roles for which training is recommended. To confirm which occupational role(s) matches your job description, refer to the **Role Description** information that appears below the **Training Paths** table.

To view the courses associated to a training path topic, [return to p. 1](#) and locate the corresponding topic in the course listings table, in the green header bars.

Luminate Online Training Paths

	Occupational Role					
	System Administrator	Communications	Fundraiser	Web Developer	Peer-to-Peer Events	Advocacy
Fundamentals	✓	✓	✓	✓	✓	✓
Marketing and Communications	✓	✓		✓		
TeamRaiser	✓				✓	
Advocacy	✓					✓
Calendar Events	✓		✓			
Administrator	✓			✓		
Nonprofit Workshops: Fundraising	✓		✓		✓	
Nonprofit Workshops: Marketing and Communications	✓	✓		✓		
Nonprofit Workshops: Engaging Your Network	✓	✓			✓	✓
Nonprofit Workshops: Operational Excellence	✓					

Luminate CRM Training Path

	System Administrator
Luminate CRM	✓
Nonprofit Workshops: Fundraising	✓
Nonprofit Workshops: Marketing and Communications	✓
Nonprofit Workshops: Engaging Your Network	✓
Nonprofit Workshops: Operational Excellence	✓

Luminate Online Role Description

System Administrator

- Luminate Online power user, often the main user within an organization
- Maintains the database and performs other administrative tasks

Communications

- Creates, runs, and reports on email campaigns
- Creates and updates web page content

Fundraiser

- Creates and runs fundraising campaigns
- Reports on the effectiveness of fundraising campaigns
- Creates, runs, and reports on event programs

Web Developer

- Creates the look and feel of Luminate Online sites
- Creates and publishes web page content
- Creates email stationeries

Peer-to-Peer Events

- Creates, runs, and reports on TeamRaiser events
- Manages TeamRaiser volunteers

Advocacy

- Creates advocacy campaigns to generate public awareness and influence public officials
- Reports on the effectiveness of advocacy campaigns

Luminate CRM Role Description

Luminate CRM Administrator

- Adds and updates constituents in Luminate CRM
- Records constituent gifts
- Reports on Luminate CRM activity
- Performs other administrative tasks