BLACKBAUDUNIVERSITY

Blackbaud University Curriculum for eTapestry®

To learn more about Blackbaud University's *Learn Basics*, *Learn More*, and *Learn Everything* training subscription tiers, <u>click here</u>. All *Learn Basics* online eLearning courses are included in your eTapestry software purchase and are available on-demand for all users.

To view a course description, register for a class, or launch an eLearning 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. Take the online eLearning *Basics* courses for introductory information, or rely on the instructor-led training for a more in-depth, hands-on experience.

Note: When you register for a course, please review the recommended prerequisites to ensure you are placed in a course that matches your experience level.

		Learn	Learn	Learn	
		Basics	More	Everything	
Fund	lamentals				
	eTapestry: Basics of eTapestry	•	•	•	
	eTapestry: Basics of Accounts		•	•	2
	eTapestry: Basics of Queries and Reports	•	•	•	
	eTapestry: Basics of Correspondence		•	•	
.	eTapestry: Fundamentals-Overview and Constituents		•	•	
PDF	eTapestry: Fundamentals-Giving		•	•	
PDF	eTapestry: Fundamentals-Data Grouping and Analysis 1		•	•	
PDE	eTapestry: Fundamentals-Communications		•	•	
16	eTapestry Fundamentals Exam 2017		•	•	
PDF	eTapestry: Fundamentals and Certification (2-Day Regional Class)			•	
Data	base Administration				
	eTapestry: Basics of Import	•	٠	•	
	Integration: Basics of everydayhero Integrations		•	•	
PDF	eTapestry: Database Configuration		•	•	
	eTapestry: Do-It-Yourself Forms		•	•	
PDE	eTapestry: Import and Mass Updates		•	•	
Data	1 Procesing				
	eTapestry: Data Grouping and Analysis 2		٠	•	
PDF	eTapestry: Targeted Communications		•	•	

blackbaud CERTIFIED eTapestry* Fundamentals







		Learn Basics	Learn More	Learn Everything
Special	ty Courses			
📑 eT	Tapestry: Preparing for Year-End Tasks		٠	•
eT eT	apestry: Streamlining Event Management		•	•



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
Fun	Fundraising			
PDE	Nonprofit Workshop: Fundraising			•
PDF	Nonprofit Workshop: Effective Case Statements			•
PDE	Nonprofit Workshop: Peer-to-Peer Fundraising			•
POF	Nonprofit Workshop: Sustainer Giving			•
PDF	Nonprofit Workshop: Major Giving			•
PDE	Nonprofit Workshop: Grantseeking			•
PDF	Nonprofit Workshop: Grant Writing and Stewardship			•
PDF	Nonprofit Workshop: Six Steps to End-of-Year Success			•
6	Nonprofit Fundraising Exam 2017			•
Mar	keting and Communications			
	Nonprofit Workshop: Marketing and Communications			•
PDF	Nonprofit Workshop: Email Communications			•
PDF	Nonprofit Workshop: Improving Your Website's Usability			•
	Nonprofit Workshop: Building a Social Media Playbook			•
Eng	aging Your Network			
PDF	Nonprofit Workshop: Building Engagement			•
PDE	Nonprofit Workshop: Leading Volunteers to Success			•
PDF	Nonprofit Workshop: Event Management			•
PPPPPPPPPPPPP	Nonprofit Workshop: Board Management			•
PDF	Nonprofit Workshop: Membership Management			•





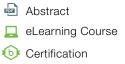
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		Learn More	Learn Everything
Оре	rational Excellence		
PDF	Nonprofit Workshop: Organizational Management		•
PDF	Nonprofit Workshop: Nonprofit Accounting for Fundraisers		•
PDF	Nonprofit Workshop: Managing Cash Flow		•

Regional

	Day 1	Day 2				
	eTapestry: Fundamentals and Certification					
Morning	eTapestry: Fundamentals—Overview and Constituents	eTapestry: Fundamentals—Data Grouping and Analysis 1				
Afternoon	eTapestry: Fundamentals—Giving	eTapestry: Fundamentals—Communications				



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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, <u>return to p. 1</u> and locate the corresponding topic in the course listings table, in the green header bars.

	Occupational Role				
Training Paths	DBA	Development	Communications	Executive	
Fundamentals	\checkmark	 Image: A second s	 Image: A second s	×	
Database Administration	\checkmark	 Image: A second s			
Data Processing	~	~	~		
Specialty Courses	~	~	×		
Nonprofit Workshops: Fundraising		 		 Image: A second s	
Nonprofit Workshops: Marketing and Communications		~	~	~	
Nonprofit Workshops: Engaging Your Network		 Image: A second s		~	
Nonprofit Workshops: Operational Excellence		~		\checkmark	

Role Description

Database Administration

- Maintains the database, including security and system configuration, and global processes
- Ensures database integrity and efficiency

Development

- · Enters constituents and gifts in the database
- Researches and builds relationships with prospects, and maintains accounts

Communications

- · Develops and implements a communications plan
- · Produces appeals, letters, newsletters, emails, and other communications

Executive

Provides leadership in core areas, such as strategy and program delivery, to enable long-term vision achievement