Blackbaud University Curriculum for eTapestry®

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

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eTapestry®
Fundamentals

📄 Abstract
💻 eLearning Course
ⓑ Certification

	Learn Basics	Learn More	Learn Everything
Specialty Courses			
📄 eTapestry: Preparing for Year-End Tasks		●	●
📄 eTapestry: 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
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			●
ⓑ Nonprofit Fundraising Exam 2017			●
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			●

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Nonprofit
Fundraising

📄 Abstract

💻 eLearning Course

ⓑ Certification

		Learn Basics	Learn More	Learn Everything
Operational Excellence				
📄 Nonprofit Workshop: Organizational Management				●
📄 Nonprofit Workshop: Nonprofit Accounting for Fundraisers				●
📄 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

📄 Abstract

🖥 eLearning Course

ⓑ Certification

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.

Training Paths	Occupational Role			
	DBA	Development	Communications	Executive
Fundamentals	✔	✔	✔	✔
Database Administration	✔	✔		
Data Processing	✔	✔	✔	
Specialty Courses	✔	✔	✔	
Nonprofit Workshops: Fundraising		✔		✔
Nonprofit Workshops: Marketing and Communications		✔	✔	✔
Nonprofit Workshops: Engaging Your Network		✔		✔
Nonprofit Workshops: Operational Excellence		✔		✔

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