

# Blackbaud University Curriculum for Organizational Best Practices

To view a complete course description or launch a 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. This curriculum includes opportunities to earn continuing education credits for [CFRE](#) and [CPE](#).



Explore the curriculum across three pillars: [Essentials](#), [Fundraising](#), [Marketing](#).



ESSENTIALS

















FUNDRAISING






MARKETING

Click course names to launch or register for a class

	OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING
<b>ESSENTIALS</b>				
 OBP: Basics of Nonprofit Organizations	●	●	●	●
 OBP: Basics of Fundraising	●	●	●	●
 OBP: Basics of Marketing	●	●	●	●
 OBP: Basics of Events	●	●	●	●
 OBP: Basics of Finance	●	●	●	●
 OBP: Basics of Volunteers	●	●	●	●
 OBP: Basics of Higher Education	●	●	●	●
<b>FUNDRAISING</b>				
 OBP: Basics of Personas	●	●	●	●
 OBP: Fundraising—Impact	●		●	●
 OBP: Fundraising—Case Statements	●		●	●
 OBP: Fundraising—Major Giving	●		●	●
 OBP: Fundraising—Donor Retention	●		●	●
 OBP: Fundraising Exam 2019	●		●	●
 OBP: Fundraising and Certification				●



-  Course Abstract
-  eLearning Course
-  Certification

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	OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE	LEARN EVERYTHING
<b>FUNDRAISING ADVANCED</b>				
 OBP: Fundraising—End-of-Year Success	●		●	●
 OBP: Fundraising—Grants	●		●	●
 OBP: Fundraising—Peer-to-Peer	●		●	●
<b>MARKETING</b>				
 OBP: Basics of Impact	●	●	●	●
 OBP: Marketing—Personas	●		●	●
 OBP: Marketing—Brand	●		●	●
 OBP: Marketing—Welcome Series	●		●	●
 OBP: Marketing—Social Media	●		●	●
 OBP: Marketing Exam 2019	●		●	●
 OBP: Marketing and Certification				●
<b>MARKETING ADVANCED</b>				
 OBP: Marketing—Website Usability	●		●	●
 OBP: Marketing—Newsletters and Annual Reports	●		●	●
<b>ESSENTIALS: EDUCATION</b>				
 OBP: Education—Alumni Engagement	●		●	●
 OBP: Education—Higher Education Scholarships	●		●	●
<b>ESSENTIALS: EVENTS</b>				
 OBP: Events—On a Budget	●		●	●
 OBP: Events—Mission Driven	●		●	●
<b>ESSENTIALS: FAITH</b>				
 OBP: Faith—Giving and Engagement	●		●	●
<b>ESSENTIALS: FINANCE</b>				
 OBP: Finance—Organizational Collaboration	●		●	●
 OBP: Finance—Year-End and Audit Plans	●		●	●
<b>ESSENTIALS: MEMBERSHIPS</b>				
 OBP: Memberships—Engagement	●		●	●
<b>ESSENTIALS: HEALTHCARE</b>				
 OBP: Healthcare—Patients to Supporters	●		●	●

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OBP Subscription	Blackbaud Product Subscription		
	LEARN	LEARN BASICS	LEARN MORE

**ESSENTIALS: VOLUNTEERS**

 OBP: Volunteers—Recruitment and Retention	●		●	●
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## Regionals

Regional events are conducted onsite at regional locations and provide the opportunity to earn **Fundraising** or **Marketing** certifications.

**Note:** Regional events are are not included in the OBP **Learn**® subscription.

**OBP: Fundraising and Certification**

	Day 1	Day 2
<b>A.M.</b>	OBP: Fundraising—Impact	OBP: Fundraising—Major Giving
<b>P.M.</b>	OBP: Fundraising—Case Statements	OBP: Fundraising—Donor Retention

**OBP: Marketing and Certification**

	Day 1	Day 2
<b>A.M.</b>	OBP: Marketing—Personas	OBP: Marketing—Welcome Series
<b>P.M.</b>	OBP: Marketing—Brand	OBP: Marketing—Social Media

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