

Blackbaud University Curriculum for eTapestry®

To view a complete course description or launch a class, click a title in the listing below.

Start with eLearning *Basics* on-demand courses or jump to instructor-led online courses for hands-on learning. In each of the topic areas, courses are listed in the order they should be taken.




This curriculum includes opportunities to earn continuing education credits for [CFRE](#).



Click course names to launch or register for a class

	Learn Basics	Learn More	Learn Everything
FUNDAMENTALS			
 Basics of eTapestry and Accounts	●	●	●
 Basics of Queries, Reports, and Communications	●	●	●
 Fundamentals—Accounts		●	●
 Fundamentals—Journals		●	●
 Fundamentals—Queries, Reports, and Communications		●	●
 eTapestry Fundamentals Exam 2019		●	●
 Fundamentals, Analysis, and Certification (2-Day Regional Class)			●
ANALYSIS			
 Effective and Efficient Queries		●	●
 Effective and Efficient Reports		●	●
FORMS AND COMMUNICATIONS			
 Basics of Do-It-Yourself Forms	●	●	●
 Do-It-Yourself Forms		●	●
 Effective and Efficient Communications		●	●
FUNDRAISING			
 Identifying Prospects and Cultivating Major Donors		●	●
 Preparing for Year-End Tasks		●	●



-  Course Abstract
-  eLearning Course
-  Certification

[LEARN MORE ABOUT BLACKBAUD UNIVERSITY](#) 

Click course names to launch or register for a class

	Learn Basics	Learn More	Learn Everything
DATABASE ADMINISTRATION			
 Basics of Import	●	●	●
 Integration: Basics of everydayhero Integrations	●	●	●
 Database Configuration		●	●
 Import and Mass Updates		●	●
BLACKBAUD MERCHANT SERVICES			
 Blackbaud Merchant Services: Basics of the Web Portal	●	●	●
 Integration: Basics of Processing Payments with Blackbaud Merchant Services	●	●	●
ORGANIZATIONAL BEST PRACTICES			
 OBP: Basics of Events	●	●	●
 OBP: Basics of Finance	●	●	●
 OBP: Basics of Fundraising	●	●	●
 OBP: Basics of Impact	●	●	●
 OBP: Basics of Marketing	●	●	●
 OBP: Basics of Nonprofit Organizations	●	●	●
 OBP: Basics of Personas	●	●	●
 OBP: Basics of Volunteers	●	●	●
Click here to view the full curriculum for instructor-led OBP workshops and certifications		●	●

Continued on next page

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 

Regionals

	Day 1	Day 2
	eTapestry: Fundamentals, Analysis, and Certification	
A.M.	Fundamentals—Accounts and Journals	Effective and Efficient Queries
P.M.	Fundamentals—Queries, Reports, and Communications	Effective and Efficient Reports

Continued on next page

LEARN MORE ABOUT BLACKBAUD UNIVERSITY 

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 roles match 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	✓	✓	✓	✓
Analysis	✓	✓	✓	✓
Forms and Communications	✓	✓	✓	
Fundraising		✓	✓	✓
Database Administration	✓			
Blackbaud Merchant Services	✓			

Role Descriptions

DATABASE ADMINISTRATION / DBA

- 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

[LEARN MORE ABOUT BLACKBAUD UNIVERSITY](#)