



# Virtuous Academy FAQ

## What is the Virtuous Academy?

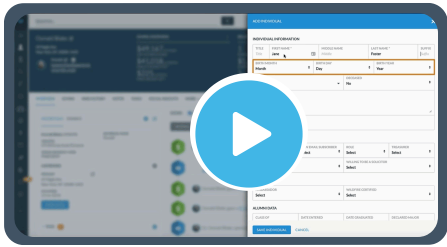
If you want to learn how to get the most out of Virtuous, this is the place to go! The Virtuous Academy offers product-based courses and other nonprofit resources to help you and your organization thrive.



**Simply sign up, and let the learning begin!**

## What are the lessons like?

Most of the courses feature **video tutorials**, where you will walk through different processes in Virtuous step-by-step. There are also some practice assignments and links to articles in our Support Hub.



Our Responsive Fundraising courses have interactive presentations with audio & video components, as well as PDF downloads.

## Catalog of Courses

From structuring a campaign to setting up a workflow, the courses in the Virtuous Academy are a great resource for learning:

- Virtuous CRM+: Basics
- Virtuous CRM+: Gifts & Gift Processing
- Virtuous CRM+: Campaigns & Projects
- Virtuous CRM+: Reporting & Insights
- Virtuous CRM+: Marketing
- Virtuous CRM+: Marketing Automation
- Virtuous CRM+: Admin Controls
- Virtuous Analytics

- Responsive Fundraising: Level 1
- Responsive Fundraising: Level 2

- Virtuous Raise Academy

- Virtuous Volunteer Academy



## All Things Certification

On the product side, we encourage you to learn as much about working in Virtuous as you can.

If you want to learn about all of the CRM+ features, we suggest becoming a Certified Virtuous CRM+ Administrator. This certification covers all CRM+ areas and courses, whereas the other CRM+ certifications are subsets for specific staff roles and only include selected courses. Remember, **you don't need multiple CRM+ certificates**; the Admin Certification covers everything!

There are also separate certifications for **Responsive Fundraising**, **Virtuous Raise**, and **Virtuous Volunteer**!

### CRM+ Administrator

Includes **7 product-based courses**; covers all aspects of using Virtuous CRM+



### Responsive Fundraising

Learn how to engage supporters in meaningful, personalized ways. Open to customers **and** staff at non-Virtuous organizations.

## Where do I start?

Especially if you are a new Virtuous CRM+ user, starting with the **Virtuous CRM+: Basics** course is important. It will give you the fundamentals before diving into advanced courses and skills.



Once you feel like you have a good mastery of the material, you can take a certification test. You don't have to finish every course if you already know the concepts. You can take the test as many times as needed.

## Why are these courses important?

Whether you are new to Virtuous products and preparing for onboarding, or you are new to an organization that uses Virtuous, understanding how to use Virtuous tools is key if you want to **fully benefit from their assets**. Don't miss out on key features because you aren't sure how they work.



Make sure that you have baseline knowledge of Virtuous tools **before** any live training takes place so that you can jump in to more advanced skills with your trainer.

## I'm certified! What's next?



Take a moment to share your certification with your network or on LinkedIn—it's a big deal!

Remember that you can always return to any course to brush up on your Virtuous knowledge, **especially as we update and add new features**.

## How much do courses cost?

What is the tuition at the Virtuous Academy? **Zip. Nothing. Nada.**



We want to make sure that you and your organization are as successful as possible. All of the content in the Virtuous Academy will always be free.

## Still Have Questions?

If you have a burning question, and you don't see it answered here, drop us a line! Snail mail is a little slow, so you can email any Academy or certification questions to:

[academy@virtuous.org](mailto:academy@virtuous.org)



Get started today:  
[academy.virtuous.org](https://academy.virtuous.org)

