Blackbaud University Curriculum for Altru®

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 Altru software purchase and are available on-demand for all users.

To view a course description, register for a class, or launch the 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.

	Learn Basics	Learn More	Learn Everything
Fundamentals			
💻 Altru: Basics of Altru	●	●	●
📄 Altru: Fundamentals—Overview and Tickets Sales		●	●
📄 Altru: Fundamentals—Fundraising and Membership		●	●
Ⓑ Altru Fundamentals Exam 2017		●	●
Constituent Records			
📄 Altru: Constituent Record Management		●	●
General Sales and Group Sales			
💻 Altru: Basics of Daily and Advance Sales	●	●	●
📄 Altru: Sales Management		●	●
📄 Altru: Group Sales Reservations		●	●
Membership			
📄 Altru: Membership Program Management		●	●
📄 Altru: Membership Communications		●	●
Ticketing Configuration and Management			
📄 Altru: Ticketing Configuration		●	●
Fundraising			
📄 Altru: Major Giving and Prospect Management		●	●
📄 Altru: Fundraising Configuration		●	●

blackbaud CERTIFIED Altru® Fundamentals

Note: All courses in the *Fundamentals* series must be completed in the order shown and are a prerequisite for all Functional and Outcome-Based courses. There are no prerequisites for *Nonprofit Workshop* courses.

📄 Abstract
💻 eLearning Course
Ⓑ Certification

	Learn Basics	Learn More	Learn Everything
Marketing and Communications			
Altru: Appeals and Mailings		●	●
Grouping, Exporting, and Importing Data			
Altru: Query 1		●	●
Altru: Query 2		●	●
Finance			
Altru: Daily Financial Reconciliation		●	●
Web Forms			
Altru: Web Forms		●	●

Abstract

eLearning Course

Certification

blackbaud

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.

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		•
Operational Excellence		
📄 Nonprofit Workshop: Organizational Management		•
📄 Nonprofit Workshop: Nonprofit Accounting for Fundraisers		•
📄 Nonprofit Workshop: Managing Cash Flow		•

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Nonprofit Fundraising

📄 Abstract
💻 eLearning Course
ⓑ Certification

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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, and locate the corresponding topic in the course listings table, in the green header bars.

Training Paths	Occupational Role							
	Guest Services	Membership	Group Sales	Marketing	Education	Fundraising	Executive	DBA
Fundamentals	✔	✔	✔	✔	✔	✔	✔	✔
Constituent Records	✔	✔	✔	✔	✔	✔	✔	✔
General Sales and Group Sales	✔	✔	✔		✔			✔
Membership	✔	✔				✔		✔
Ticketing Configuration and Management	✔		✔		✔			✔
Fundraising						✔		✔
Marketing and Communication		✔		✔	✔	✔		✔
Grouping, Exporting, and Importing Data	✔	✔	✔	✔	✔	✔	✔	✔
Finance								✔
Web Forms		✔		✔	✔			✔
Nonprofit Workshop: Fundraising						✔	✔	
Nonprofit Workshop: Marketing and Communications		✔		✔	✔	✔	✔	✔
Nonprofit Workshop: Engaging Your Network				✔		✔	✔	
Nonprofit Workshop: Operational Excellence	✔		✔			✔	✔	✔

Role Description

Guest Relations

- Performs sales transactions in person and over the phone
- Serves as first point of contact for visitors and guests

Membership

- Plans and implements membership programs
- Communicates regularly with members through mail and email

General Sales and Events

- Organizes, plans, and executes group visits or facility rentals
- Manages payment and reporting for group sales and facility rentals

Marketing

- Uses multiple channels to communicate with visitors, members, and the public
- Ensures proper brand standards are followed in all communications

Education

- Schedules and implements programs, classes, and camps
- Reports on attendance and revenue related to events

Fundraising

- Performs gift data entry and reporting
- Maintains and develops relationships with donors and prospects

Executive

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

DBA

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