

Blackbaud University Curriculum for Blackbaud Altru[®]

To view all Altru **Learning Paths** [click here](#).

Wondering which courses are best for your job role?

- [Click here to explore recommended Learning Paths based on your job role](#)
- [Click here to explore Job Role descriptions](#)



Training Opportunities for Learn More Subscriptions

- In each **LEARNING PATH**, courses are listed in the order they should be taken
- Product certification is required for courses beyond *Fundamentals* level unless a Prerequisite course is indicated

**Virtual
Instructor-
Led**
**Virtual
Self-Paced**

LEARNING PATH: Fundamentals [← Click HEADERS TO VIEW LEARNING PATHS](#)

Fundamentals - Constituent and Revenue Records	•	•
Fundamentals - Sales	•	•
Fundamentals - Memberships	•	•
Fundamentals - Refresher	•	
Altru Fundamentals Exam 2022		•

LEARNING PATH: Fundraising

Mastering Record Management	•	
Structuring Your Fundraising Program	•	
Moves Management	•	•
Membership Program Management	•	•
Retaining Members	•	
Special Events	•	

LEARNING PATH: Sales Management

Fundamentals - Sales	•	
Managing Sales Orders	•	
Designing Effective Programs	•	•
Group Sales Reservations	•	
Financial Reconciliation and Reporting	•	•

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**Virtual
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LEARNING PATH: Marketing and Communication

	Virtual Instructor-Led	Virtual Self-Paced
Effective Communication	•	
Membership Communications	•	
Building Effective Web Forms	•	•

LEARNING PATH: Data Analysis

	Virtual Instructor-Led	Virtual Self-Paced
Query 1	•	
Query 2	•	
Reporting	•	•
Database Cleanup - Duplicates	•	

LEARNING PATH: Certification

	Virtual Instructor-Led	Virtual Self-Paced
Altru Fundamentals Exam		•

LEARNING PATH: Blackbaud Merchant Services

	Virtual Instructor-Led	Virtual Self-Paced
Blackbaud Merchant Services: Basics of the Web Portal		•
Integration: Basics of Processing Payments with Blackbaud Merchant Services		•

LEARNING PATH: Target Analytics

	Virtual Instructor-Led	Virtual Self-Paced
Target Analytics: Basics of Modeling		•
Target Analytics: Basics of Affluence Insight		•
Target Analytics: Basics of Advanced Direct Marketing Analytics		•

eLEARNING BASICS

- View the [Altru Basics Learning Path](#)

ORGANIZATIONAL BEST PRACTICES

- Build your business acumen and social good expertise with these non-product-specific courses
- View the [Organizational Best Practices Learning Path](#)

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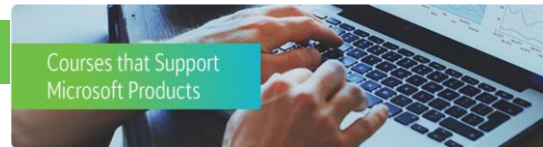
Additional Training Opportunities

for *Learn Everything* Subscriptions

Courses that Support Microsoft Product Use

These instructor-led, hands-on courses support Microsoft Excel and Word. Boost your organization’s productivity with targeted hands-on learning.

LEARNING PATH: [Microsoft Product Training](#)



Courses that Support Microsoft Products

North Star Sessions

Get expert guidance from leaders in the social good sector. These insightful and instructive video sessions are available on-demand, 24/7.

LEARNING PATH: [North Star Sessions](#)



North Star Sessions

Role-Based Learning Paths

Use the **Learning Paths** table below to help you determine which courses to take.

Learning Paths are listed in recommended order, beginning with *Fundamentals*.

Each Learning Path identifies one or more occupational job roles for which training is recommended.

To confirm which occupational roles match your job description, refer to the **Role Descriptions** information that appears below the **Learning Paths** table.

Click on a **Learning Path** to view the associated courses.

OCCUPATIONAL JOB ROLE

* [Job Role Descriptions](#) on the next page

Learning Paths	Guest Services	Membership	Group Sales	Marketing	Education	Fundraising	Executive	DBA
Fundamentals	✓	✓	✓	✓	✗	✓	✓	✓
Fundraising	✓	✓	✓	✓		✓	✓	✓
Sales Management	✓	✓	✓		✗	✓		✓
Marketing and Communication		✓		✓		✓		✓
Data Analysis			✓	✓		✓		✓

[Job Role Descriptions](#) ▾ next page | [Return to p.1](#)

Job Role Descriptions

Guest Services

- 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

Group Sales

- 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

[Return to Role-Based Learning Paths](#)

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