



# Altru® Accelerate

## Overview

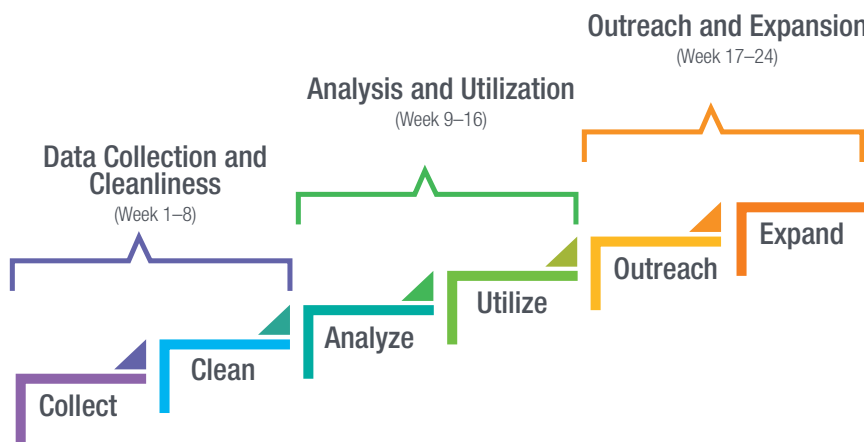
Altru Accelerate is a comprehensive program designed to help your organization accelerate return on investment by maximizing the new 360° view of visitors and constituents.

A 24-week guided program, Altru Accelerate will not only help your organization to learn the new software system, but also will provide you with a product expert, best practices techniques, and a valuable peer-to-peer network to start your organization on the road to success.

Participants commit to weekly one hour sessions, which combine data learnings from all areas of Altru including marketing, fundraising, and membership efforts.

The program is divided into three sections to promote data collection and cleanliness, explore best practices for analysis and utilization of the collected data, and create outreach campaigns to leverage your data for expansion and growth.

## Timeline



## Why Participate?

When your organization participates in the Altru Accelerate



program, your staff will be building valuable skills to help you create, sustain, and grow relationships with your ticket buyers, members, and donors. With full investment and participation, your organization should expect to see:

- A Higher Percentage of Online Transactions
- Increased Ticketing Revenue
- Increased Membership Revenue
- Increased Donation Revenue

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Session  
Details

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## DATA CLEANLINESS AND COLLECTION



The first eight weeks of the program will explore techniques for data cleanliness and collection. It is critical to collect as much information about your patrons as possible to use later in solicitations and marketing efforts. In addition, keeping your data clean will ensure the data is usable quickly in those efforts.

## ANALYSIS AND UTILIZATION



Weeks 9—16 will focus on analyzing and fully utilizing the data you've collected. For each department, we will review reports and common queries to help identify where your organization is excelling and what area could use some improvement. In addition, we will review preferences on constituent records that will enable your organization to easily communicate with your constituents in the ways they like to be communicated with.

## OUTREACH AND EXPANSION



The final weeks of the program leverage what we've done in the previous weeks to reach out to your constituents and expand your business. During this section, we will demonstrate building mailings and taking full advantage of features in Altru that will help you improve your communication with your constituents.

Visit [www.blackbaud.com/altru](http://www.blackbaud.com/altru) for more information