















# Blackbaud University Curriculum for Altru<sup>®</sup>

To learn more about Blackbaud University's *Learn Basics* and *Learn More* 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.




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






**Alert:** Customers who purchased a *Learn Everything* training subscription prior to 2018 still have access to the *Nonprofit Workshops* now listed on the **Organizational Best Practices** curriculum [datasheet](#).

Click course names to launch or register for a class	Learn Basics	Learn More
<b>Fundamentals</b>		
 Altru: Basics of Altru	●	●
 Altru: Fundamentals—Overview and Ticket Sales		●
 Altru: Fundamentals—Fundraising and Membership		●
 Altru: Basics of Batch	●	●
 Altru Fundamentals Exam 2018		●
<b>Constituent Records</b>		
 Altru: Basics of Constituents	●	●
 Altru: Constituent Record Management		●
<b>General Sales and Group Sales</b>		
 Altru: Basics of Daily and Advance Sales	●	●
 Altru: Sales Management		●
 Altru: Group Sales Reservations		●
<b>Membership</b>		
 Altru: Basics of Membership	●	●
 Altru: Membership Program Management		●
 Altru: Membership Communications		●
<b>Ticketing Configuration and Management</b>		
 Altru: Program and Ticket Sales Setup		●



**Note:** Completion of the *Fundamentals* courses or a passing score on the **Fundamentals Exam** fulfills the prerequisites for all advanced courses.

-  Course Abstract
-  eLearning Course
-  Certification

Click course names to launch or register for a class		Learn Basics	Learn More
<b>Fundraising</b>			
	Altru: Major Giving and Prospect Management		•
	Altru: Fundraising Configuration		•
<b>Marketing and Communications</b>			
	Altru: Appeals and Mailings		•
<b>Grouping, Exporting, and Importing Data</b>			
	Altru: Basics of Query	•	•
	Altru: Query 1		•
	Altru: Query 2		•
	Altru: Data Analysis		•
<b>Finance</b>			
	Altru: Daily Financial Reconciliation		•
<b>Web Forms</b>			
	Altru: Web Forms		•

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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 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

Training Path	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		✓		✓	✓			✓

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## 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