

Blackbaud University Curriculum for Altru®

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.

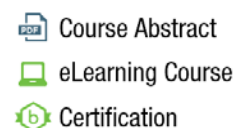
This curriculum includes opportunities to earn continuing education credits for [CFRE](#).









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
Fundamentals		
 Altru: Basics of Altru	●	●
 Altru: Fundamentals—Overview and Ticket Sales		●
 Altru: Fundamentals—Fundraising and Membership		●
 Altru: Basics of Batch	●	●
 Altru Fundamentals Exam 2018		●
Fundraising		
 Altru: Basics of Constituents	●	●
 Altru: Constituent Record Management		●
 Altru: Fundraising Configuration		●
 Altru: Major Giving and Prospect Management		●
 Altru: Basics of Membership	●	●
 Altru: Membership Program Management		●
Sales Management		
 Altru: Basics of Daily and Advance Sales	●	●
 Altru: Program and Ticket Sales Setup		●
 Altru: Streamlining Guest Services Operations		●
 Altru: Group Sales Reservations		●
 Altru: Basics of Merchandise	●	



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



Click course names to launch or register for a class		Learn Basics	Learn More
Marketing and Communications			
 Altru: Effective Communication			●
 Altru: Membership Communications			●
 Altru: Web Forms			●
Data Analysis			
 Altru: Basics of Query		●	●
 Altru: Query 1			●
 Altru: Query 2			●
 Altru: Data Analysis			●
Blackbaud Merchant Services			
 Blackbaud Merchant Services: Basics of the Web Portal		●	●

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	✓	✓	✓	✓	✓	✓	✓	✓
Fundraising	✓	✓	✓	✓		✓	✓	✓
Sales Management	✓	✓	✓		✓	✓		✓
Marketing and Communications		✓		✓		✓		✓
Data Analysis			✓	✓		✓		✓

Continued on next page

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