














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.

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

	Learn Basics	Learn More	Learn Everything
Fundamentals			
 Altru: Basics of Altru	●	●	●
 Altru: Fundamentals—Overview and Tickets Sales		●	●
 Altru: Fundamentals—Fundraising and Membership		●	●
 Altru: Basics of Batch	●	●	●
 Altru Fundamentals Exam 2017		●	●
Constituent Records			
 Altru: Basics of Constituents	●	●	●
 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: Basics of Membership	●	●	●
 Altru: Membership Program Management		●	●
 Altru: Membership Communications		●	●
Ticketing Configuration and Management			
 Altru: Program and Ticket Sales Setup		●	●
Fundraising			
 Altru: Major Giving and Prospect Management		●	●
 Altru: Fundraising Configuration		●	●








Note: All courses in the *Fundamentals* series must be completed in the order shown and are a prerequisite for all other instructor-led courses. However, if you are an experienced Altru user, consider completing the **Altru Fundamentals Exam** in lieu of taking the *Fundamentals* series of courses. A passing score on the Fundamentals Exam equates to having completed the *Fundamentals* series.

 Course 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		•	•

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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.

	Learn Basics	Learn More	Learn Everything
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: Creating a Fundraising Campaign			●
 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: Data-Driven Fundraising			●
 Nonprofit Workshop: Nonprofit Accounting for Fundraisers			●



Note: Your *Learn Everything* training subscription provides you the opportunity to earn the industry expertise *Fundraising* certification and continuing education credits. There are no prerequisites for *Nonprofit Workshop* courses.

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		✓		✓	✓			✓
Nonprofit Workshop: Fundraising						✓	✓	
Nonprofit Workshop: Marketing and Communications		✓		✓	✓	✓	✓	✓
Nonprofit Workshop: Engaging Your Network				✓		✓	✓	
Nonprofit Workshop: Operational Excellence	✓		✓			✓	✓	✓

Role Descriptions

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