Blackbaud University Curriculum for

Blackbaud Altru®

To view a complete course description or launch a class, click a title in the listing below.

Start with eLearning *Basics* on-demand courses or jump to instructor-led online courses for hands-on learning. In each of the topic areas, courses are listed in the order they should be taken.

This curriculum includes opportunities to earn continuing education credits for **CFRE**.

Click course names to launch or register for a class	Learn Basics	Learn More
FUNDAMENTALS		
💻 Basics of Blackbaud Altru	●	●
🖥 Fundamentals—Entering and Maintaining Constituent and Revenue Records		●
🖥 Fundamentals—Managing Membership and Sales Functions		●
💻 Basics of Batch	●	●
🔶 Altru Fundamentals Exam 2019		●
FUNDRAISING		
💻 Basics of Constituents	●	●
🖥 Mastering Record Management		●
🖥 Structuring Your Fundraising Program		●
🖥 Identifying Your Next Major Donor		●
💻 Basics of Membership	●	●
🖥 Membership Program Management		●
🖥 Altru Workshop: Increasing Retention		●
SALES MANAGEMENT		
💻 Basics of Daily and Advance Sales	●	●
🖥 Managing Sales Orders		●
🖥 Designing Effective Programs		●
🖥 Group Sales Reservations		●

🖥 Course Abstract
💻 eLearning Course
🔶 Certification

CERTIFIED
blackbaud®
Blackbaud Altru®
FUNDAMENTALS

CFRE

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Click course names to launch or register for a class	Learn Basics	Learn More
SALES MANAGEMENT (continued)		
🖥 Basics of Merchandise	●	●
🖥 Basics of Financial Reconciliation	●	●
MARKETING AND COMMUNICATIONS		
🖼 Effective Communication		●
🖼 Membership Communications		●
🖼 Building Effective Web Forms		●
DATA ANALYSIS		
🖥 Basics of Query	●	●
🖼 Query 1		●
🖼 Query 2		●
🖼 Database Cleanup—Duplicates		●
BLACKBAUD MERCHANT SERVICES		
🖥 Blackbaud Merchant Services: Basics of the Web Portal	●	●
🖥 Integration: Basics of Processing Payments with Blackbaud Merchant Services	●	●
ORGANIZATIONAL BEST PRACTICES		
🖥 OBP: Basics of Events	●	●
🖥 OBP: Basics of Finance	●	●
🖥 OBP: Basics of Fundraising	●	●
🖥 OBP: Basics of Higher Education	●	●
🖥 OBP: Basics of Impact	●	●
🖥 OBP: Basics of K–12 Education	●	●
🖥 OBP: Basics of Marketing	●	●
🖥 OBP: Basics of Membership	●	●
🖥 OBP: Basics of Nonprofit Organizations	●	●
🖥 OBP: Basics of Personas	●	●
🖥 OBP: Basics of Volunteers	●	●
[Click here to view the full curriculum for instructor-led OBP workshops and certifications](#)		●

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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, 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

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