Blackbaud UNIVERSITY

Blackbaud University Curriculum for
Blackbaud Altru®

To view all Altru **Learning Paths** click here.

Wondering which courses are best for your job role?

- Click here to explore recommended **Learning Paths** based on your job role
- Click here to explore **Job Role** descriptions

CFRE

Training Opportunities for *Learn More* Subscriptions

	Virtual Instructor-Led	eLearning
• In each **LEARNING PATH**, courses are listed in the order they should be taken		
LEARNING PATH: Fundamentals ← **Click HEADERS TO VIEW LEARNING PATHS**		
Fundamentals - Constituent and Revenue Records	●	●
Fundamentals - Sales	●	●
Fundamentals - Memberships	●	●
Altru Fundamentals Exam 2024		●
LEARNING PATH: Fundraising		
Mastering Record Management	●	
Structuring Your Fundraising Program		●
Moves Management		●
Membership Program Management		●
Retaining Members	●	
Special Events		●
LEARNING PATH: Sales Management		
Fundamentals - Sales	●	●
Managing Sales Orders		●
Designing Effective Programs		●
Group Sales Reservations	●	
Financial Reconciliation and Reporting		●

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• In each **LEARNING PATH**, courses are listed in the order they should be taken	Virtual Instructor-Led	eLearning
LEARNING PATH: Marketing and Communication		
Effective Communication		●
Membership Communications	●	
Building Effective Web Forms		●
LEARNING PATH: Data Analysis		
Query 1	●	
Query 2	●	
Reporting		●
Database Cleanup - Duplicates	●	
LEARNING PATH: Blackbaud Merchant Services		
Blackbaud Merchant Services: Basics of the Web Portal		●
Integration: Basics of Processing Payments with Blackbaud Merchant Services		●
LEARNING PATH: Target Analytics		
Target Analytics: Basics of Modeling		●
Target Analytics: Basics of Affluence Insight		●
Target Analytics: Basics of Advanced Direct Marketing Analytics		●

CERTIFICATION

- Take the **Altru Fundamentals Exam** and get **Blackbaud Certified®**

eLEARNING BASICS

- View the *Altru **Basics** Learning Path*

ORGANIZATIONAL BEST PRACTICES

- Build your business acumen and social good expertise with these non-product-specific courses
- View the *Organizational Best Practices Learning Path*

Additional Training Opportunities

for *Learn Everything* Subscriptions

Courses that Support Microsoft Product Use

These instructor-led, hands-on courses support Microsoft Excel and Word. Boost your organization's productivity with targeted hands-on learning.

LEARNING PATH: Microsoft Product Training

Courses that Support Microsoft Products

North Star Sessions

Get expert guidance from leaders in the social good sector. These insightful and instructive video sessions are available on-demand, 24/7.

LEARNING PATH: North Star Sessions

North Star Sessions

Role-Based Learning Paths

Use the **Learning Paths** table below to help you determine which courses to take.

Learning Paths are listed in recommended order, beginning with *Fundamentals*.

Each Learning Path identifies one or more occupational job roles for which training is recommended. To confirm which occupational roles match your job description, refer to the **Job Role Descriptions** information that appears below the **Learning Paths** table.

Learning Paths

Click on a **Learning Path** below to view the associated courses	OCCUPATIONAL JOB ROLE *Job Role Descriptions* on the next page							
	Guest Services	Membership	Group Sales	Marketing	Education	Fundraising	Executive	DBA
Fundamentals	✔	✔	✔	✔	✔	✔	✔	✔
Fundraising	✔	✔	✔	✔		✔	✔	✔
Sales Management	✔	✔	✔		✔	✔		✔
Marketing and Communication		✔		✔		✔		✔
Data Analysis			✔	✔		✔		✔

Job 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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