

Altru for Gardens

The first technology solution that centralizes all information arts and cultural organizations need so you can strategically unite your entire organization, personally engage each supporter, and make every visitor experience exceptional.



Revolutionary! That's the only way to describe Blackbaud's Altru solution. It is 30 years of nonprofit experience rolled into a groundbreaking platform for arts and cultural organizations. With Altru, your general admissions arts and cultural organization can:

- Get a clear, 360-degree view of your organization, data, supporters, and audience, right at your fingertips.
- Unify your admissions, membership, development, group sales, merchandise sales, and other key departments into one system.
- Boost efficiency to focus on your mission — not on administrative tasks.
- Engage and cultivate constituents more consistently and efficiently across multiple departments.
- Reduce IT costs and create organizational efficiency with our secure, web-based, platform.

Altru gives you:

- A single constituent record that shows all activities, communications, and revenue transactions.
- A unified calendar view of all key organizational and functional activities.
- Online and mobile ticketing, membership, and event registration and check in.
- Embedded role-based on demand training and constantly evolving curriculum.
- Unlimited access to the Altru Community website, a rich resource for peer networking, best practices, and support.

Thanks to our close partnerships with American Association of Museums (AAM), Association of Children's Museums (ACM), and American Public Gardens Association (APGA), association members will receive exclusive discounts on Altru.



“The American Public Gardens Association and Blackbaud both strive to empower all types of public gardens to achieve their missions. We are delighted that Blackbaud continues to offer its Altru software at a discount for APGA members.”

— Abigail K. S. Spencer,
Director of
Marketing and Outreach,
American Public
Gardens Association

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Altru At-a-Glance

Category	Solution Functionality and Benefits	
Constituent Management	<ul style="list-style-type: none"> • One constituent record with relationships noted • Constituent home page with transaction/activity summary • Drill down for details of giving, purchases, and communications 	<ul style="list-style-type: none"> • Immediate record updates and status changes • Permission-based access to information according to roles
Membership Program Management	<ul style="list-style-type: none"> • Fast track membership processing • Online membership sales, renewals, upgrades, and gift memberships 	<ul style="list-style-type: none"> • Membership programs, including renewals, with benefits and card printing
Public Program Sales/ Ticketing Management	<ul style="list-style-type: none"> • Advance, online, and walk-up sales • Membership sales, renewals, and discounts at Admissions • Pre-registered event and group check-ins at Admissions 	<ul style="list-style-type: none"> • Touchscreen interface • Limited capacity/timed events management • Attendance per event/time period reports
Group Sales/ Facility Rentals Management	<ul style="list-style-type: none"> • Reservation status and order balance tracking • Group itineraries, variable-level pricing, and discounts • Document attendance by group types 	<ul style="list-style-type: none"> • Contract and multiple payment processing for reservations • Volunteer, staff, and resource assignments for group events
Reporting	<ul style="list-style-type: none"> • Dashboards for easy view of progress and activity levels • Industry-driven key performance indicators (KPIs) 	<ul style="list-style-type: none"> • Audit trail for record changes
Resource/ Volunteer Management	<ul style="list-style-type: none"> • Manage facilities, equipment and supplies • Staff and volunteer assignment calendars 	<ul style="list-style-type: none"> • A consolidated calendar view
Marketing & Communications	<ul style="list-style-type: none"> • Mail and email communications • Visitor survey during sales process 	<ul style="list-style-type: none"> • Create segmented, cost-effective marketing campaigns
Fundraising Management	<ul style="list-style-type: none"> • One donor constituent record with revenue history, communications, and acknowledgements • Constituent segmentation based on donor giving patterns 	<ul style="list-style-type: none"> • Online donations • Annual fund workflow and appeals response-tracking • Appeal/acknowledgement mailings and pledge reminders
Special Events Management	<ul style="list-style-type: none"> • Comprehensive event management, including registrations, guest lists, and payments • Event activity (task assignments and progress) 	<ul style="list-style-type: none"> • Mobile event check-in and payment processing
Online Management	<ul style="list-style-type: none"> • One shopping cart for ticketing, special events, donations, and membership sales • Email campaign creation and execution 	<ul style="list-style-type: none"> • Online membership discounts
Merchandise Sales Management	<ul style="list-style-type: none"> • Set up and sell merchandise through Admissions and/or store • Inventory adjustments to amount on hand following sales 	<ul style="list-style-type: none"> • Apply membership benefits and view activity on constituent records • Manage pricing, discounts, refunds, taxes, and fees

For more information, visit www.blackbaud.com/altru. ►