

CUSTOMER SPOTLIGHT

The RISD Museum

RISD MUSEUM

“Altru is a very powerful tool that brings together visitor services, the education department, and development to build and strengthen relationships with our members, visitors, and donors.”

—Tammie Worthington-Witczak,
Associate Director of Development

The RISD Museum is a catalyst of cultural understanding, an innovators' town square, and a place for investigation, transformation, and creative process. The Museum's thoughtful, progressive, and vibrant exhibitions, programs, and opportunities inspire inquiry and encourage connections between the visual arts and other forms of creativity—from the literary to the scientific—by engaging creative practitioners and fostering ongoing conversations about creative practice in the here and now.

RISD Museum Continues to Grow with Altru

Five years ago, RISD Museum was on the lookout for an all-in-one software solution designed for cultural institutions. Specifically, the Museum wanted a solution that would help staff members save time on administrative work, streamline data, and regain focus on the organization's most critical tasks. At the time, data was spread among three separate systems as well as a plethora of documents and spreadsheets.

To help address these challenges and consolidate its database, RISD Museum invested in Altru, Blackbaud's leading ticketing and membership solution exclusively for arts and cultural organizations. Tammie Worthington-Witczak, the Museum's associate director of development, saw positive results from the move. “Our original mission—to coordinate programming and improve access to our data—was a success,” Tammie noted.

RISD Museum is powered by

- ▶ Altru®
- ▶ Blackbaud Merchant Services™

Get a 360-degree view of Altru ▶

Having immediate access to streamlined data saved the organization time and helped staff members to establish better internal practices around planning and programming. Altru enabled RISD Museum to consolidate data across three or four key departments. Tammie explained further, “Altru is a very powerful tool that brings together visitor services, the education department, and development to build and strengthen relationships with our members, visitors, and donors.”

Today, RISD Museum is focused on data optimization within Altru. The Museum’s goal is to clean and enrich data so staff members can engage members, visitors, and donors with more targeted and frequent communications, such as segmenting by family program attendees versus general audience. The organization also wants to establish protocols that will streamline actions in Altru and provide a better experience for Museum visitors.

As the RISD Museum continues to offer inspiring exhibits and programs, staff members are finding new ways to use Altru in order to maximize efficiency and provide an even better experience for visitors.

“Altru has saved us time by providing quick access to the calendar and constituent histories; we can easily see how people engage with us.”

— Tammie Worthington-Witczak,
Associate Director of Development

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.