Blackbaud Altru®
See more than ever before.

Get a comprehensive, consolidated view of your supporters by unifying ticketing, admissions, membership, fundraising, marketing, and more with one revolutionary, cloud-based solution.

Turn ticket buyers into members and donors.
More insight into your database gives you more opportunities to strengthen and cultivate longer-lasting relationships.

Boost your fundraising efforts.
Maximize your fundraising performance with specialized tools to manage major gifts, pledges, and events. Plus, segment and target more meaningful donation appeals with a more complete picture of your constituents.

Be supported.
Blackbaud Altru was designed specifically for general admission arts and cultural organizations, building on 30+ years of experience with aquariums, gardens, museums, and zoos. Revolutionary onboarding, in-product chat support, and an active user community will help you take advantage of everything Blackbaud Altru offers.

“By having Blackbaud wrap together this beautiful package of ticketing, fundraising, and admissions, not only are we able to report on it easily, which is a feat within itself, but we are also able to use that information to find out what our constituents need and what they want.”

—Taylor Ringenberg, Database Manager, Speed Art Museum

WE WANT TO HELP YOU CULTIVATE EXTRAORDINARY RELATIONSHIPS.
You hold your exhibits and facilities to the highest creative standards. Your technology should be just as extraordinary. More than just ticketing software, Blackbaud Altru brings you a comprehensive suite of services and solutions—from financial management and payment processing to fundraising, analytics, and marketing. Our total solution is why more arts and cultural organizations choose Blackbaud over any other social good solution provider in the market.*

Get the details
Blackbaud Altru Features and Functionality

**360-Degree View:** Get a clear view of your supporters with attendance history, membership activity, donations, and more—all stored in a single constituent record.

**Reporting:** Blackbaud Altru has built-in and customizable dashboards, KPIs, and query tools.

**Ticketing and Admissions:** The intuitive, user-friendly interface allows for advanced online, mobile, and walk-up ticketing sales.

**Membership:** Unifying transactions helps convert ticket buyers into members. Customers see membership revenue grow by an average of 27% per year for the first three years.*

**Fundraising:** Convert more donors with more strategic messages: customers have seen a 14% boost in donation revenue per year for their first three years on the solution.*

**Education, Camps, and Classes:** Move registrations online and understand how education programs support fundraising, memberships, and admissions. Multi-day events management makes registrations a breeze.

**Programs and Special Events:** Enable pre-sales for special events and member-only functions.

**Benchmarking and Analytics:** From Benchmarking dashboards to patron wealth screening to deceased record updates, Blackbaud Altru’s analytics help your organization make data-driven decisions.

**Data Hygiene:** Best-in-class data hygiene tools will save you mailing costs and ensure the best experience when communicating with patrons.

**Marketing and Engagement:** A built-in email engine eliminates importing and exporting, and mobile-responsive online transactional pages drive online sales and donations through a single shopping cart.

**Security:** Benefit from single sign-on, role-specific user restrictions, and other robust security features.

*Blackbaud Data

About Blackbaud
Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.