blackbaud

Altru®

Altru means no more compromising. With Altru, you consolidate admissions, membership, fundraising, merchandise, marketing, and more in one revolutionary, cloud-based solution, giving you a complete 360-degree view of your supporters.

Turn visitors into members and donors.
We think it's simple. The more insight you have into your donor base, the more opportunities you'll have to strengthen and cultivate relationships.

Turn ticket sales into memberships.
By unifying admissions and membership sales, the typical Altru client sees their membership revenue grow by an average of 27% per year for their first three years on the solution.

Say goodbye to lost opportunities.
With revolutionary onboarding to ensure your success, in-product chat, an active Community, and a solid network of users, we're here to make sure you take advantage of everything Altru offers.

You're unique.
We get it. With more than 30 years of experience partnering with general admission arts and cultural organizations, Altru was designed specifically for you. It grows right alongside you with thoughtful and rapid innovation focused on organizations like yours.

Find your total solution partner.
More than just fundraising software, Blackbaud brings you a comprehensive suite of services and solutions—from financial management and payment processing to analytics and marketing. Our total solution is why more arts and cultural organizations choose Blackbaud over any other ticketing or fundraising solution provider in the market.

But don't just take our word for it.

"The Mint Museum believed in the Altru vision from the beginning. As our organization has grown, we have seen Altru rapidly innovate as well. I love the product, and I love our Blackbaud team!"

—Jeremy Hall,
Information Strategy and
Financial Services Manager,
The Mint Museum

We've helped over 2,200 Arts and Cultural organizations. How can we help you?

Learn More ▶

THE 360-DEGREE VIEW

Designed specifically for general admission arts and cultural organizations, Altru brings together everything from merchandise to admissions to fundraising in one consolidated constituent record.

ADMISSIONS AND MEMBERSHIP

The intuitive, user-friendly interface allows for advanced, online, mobile, and walk-up ticketing and membership sales.

FUNDRAISING AND SPECIAL EVENTS

Part of Blackbaud's portfolio of industry leading fundraising solutions, Altru maximizes fundraising performance and includes specialized tools to manage major gifts and pledges.

MARKETING

Eliminate importing and exporting lists with a built-in email engine, and drive transactions online with mobile-responsive online transaction pages processed through a single shopping cart.

MERCHANDISE

On-site merchandise management allows you to automate member benefits and discounts to your merchandise sales.

RESOURCE AND VOLUNTEER MANAGEMENT

Coordinate volunteers and resources through consolidated calendar tools that improve efficiency and accuracy of scheduling.

REPORTING

You can't improve what you can't measure, so Altru has built-in and customizable dashboards, KPIs, and query tools.

EDUCATION

Move your camp and class registrations online and understand how your education programs intersect and support your fundraising, memberships, and admissions.

ENABLED ANALYTICS

ResearchPoint™ can be enabled inside of Altru, giving you a seamless experience that enhances prospect management as well as patron and donor management.

DATA HYGIENE

Partnering with Blackbaud means integration with best-in-class data hygiene tools. With AddressFinder, you can save mailing costs by keeping your constituent's address up to date and with DeceasedRecordFinder you can proactively identify and suppress deceased individuals from mailings.

Visit arts.blackbaud.com for more information

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.