

RISD Museum Focuses in on Success with Altru®

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.

Challenge

In 2011, the staff at RISD Museum knew there was a problem with the integrity and accessibility of their data. It took several weeks to collect data from various sources before it could be used in reports or mailing lists. Ticket sales and event registrations were handled by one system and online purchases were processed in another. Memberships and donations were kept in a third system that wasn't designed to handle either and wasn't easily accessible. In addition, youth program registrations and other contact information could be found in Excel® spreadsheets, Word® documents, and tacked onto bulletin boards. With the inconsistencies of the disparate systems, data accuracy was always an issue. The Museum was on the lookout for an all-in-one solution designed specifically for a cultural institution that would help it save time, streamline its data, and regain its focus.

Solution

Enter Blackbaud's **Altru!** With this new solution, all data related to the Museum's visitors—membership, attendance, and donations—is now kept in one, easy-to-access place. There's no more time wasted fumbling through different systems searching for and collecting the needed data. Now, finding the right piece of information is as simple as typing in the constituent's name!

RISD MUSEUM

“**Altru** allows us to work more efficiently and focus not on mundane business tasks but on what is truly important—inspiring inquiry and encouraging connections between the visual arts and other forms of creativity.”

—Shannon Knight,
Director of Special Projects



Continued...

Results

With **Altru**, RISD Museum has a better understanding of its constituents because staff members can view all of the constituent activity in one system, including programs and events attended, donations made, memberships purchased, and Museum visits.

The Museum has saved a lot of time with **Altru**. Before using Altru, it took almost three weeks to process a new membership, from the time of the application to the time that a membership card was shipped to the new member. Now, it only takes two days!

Being able to process memberships quickly and track membership retention provides insight into how the Museum's constituents were using the membership program. With this information, the staff has made significant changes to the program, specifically adding a new Artist level, which provides a reduced membership rate for artists. Shannon Knight, the director of special projects, comments on the new program saying, "In the first two months of the year, we signed up over 1,500 new Artist members—a feat that would have been impossible without **Altru**." Spending less time tracking down data means Shannon and the staff members have more time to focus on improving RISD Museum's business processes, saving even more time in the future, and helping the organization make better, more informed decisions.