



Altru Blackbaud vs Veevart
Feature Comparison

Veevart vs Altru Feature Comparison

Altru is a cloud-based membership management solution that manages ticketing, membership, admissions, & fundraising. Although it is a very complete platform, many users complain about the complexity of the system and not very user friendly

Veevart offers a museum-specific oriented platform that is constantly innovating to give museums super powers in order to allow them to execute on their strategies. We focus on building their 360° view of their constituent, increase their fundraising capabilities, and simplify their operations by providing them with the best platform on the market.

Veevart

Altru

Donation Management

- Unlimited number of online donation forms
- Make donations online and onsite
- Notified of online donations in real-time
- Support different payment methods
- Get everything registered instantly
- Create personalized reports of donations
- Tax Receipts and other documents
- When customers check out online or on mobile devices can prompt them to add on a donation

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Membership Management

- Membership management online and onsite
- Benefits and discounts apply automatically
- Combine memberships with tickets.
- Store important information of the member
- Sell memberships online and POS
- Assign specific funds to the membership
- Create Membership Programs and Specific Funds/Capital Campaigns
- Online membership forms
- Send purchase or renewal letters
- Fully customize membership records
- Members can log in on any device to renew, purchase tickets and redeem pre-sale offers and special discounts. No password required.

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Digital Membership Cards

Yes (native)

No (Integration with Cuseum blackbaud)

Veevart

Altru

Campaign Management

- Create strategies that prompt contacts or prospects to take action
- Create groups and segments
- Track ROI on each strategy
- Test and refine email messages to create content that truly resonates
- Track the efficiency of the strategy used
- Keep track of different campaign statistics
- Survey Responses
- Available email marketing integrations (Mailchimp, Constant Contact, Marketing Cloud & Pardot)

- Design creative campaigns and monitor their performance with analytics dashboards
- Test and refine email messages to create content that truly resonates
- Easily capture email addresses on your website to build your virtual audience
- Use social listening to identify, empower, and interact with your strongest social influencers

Recurring donations

Donors can donate periodically to the museum. The donation is automatically deducted at the donor's discretion.

Altru allows you to set up pledge payments and recurring gift payments to be charged automatically.

Auto-renewal memberships

Memberships can be automatically renewed. You can also choose how often you want to renew the memberships.

New and existing members can sign up for auto-renewal which allows you to charge their credit card automatically when their membership is set to expire.

Process online payments

Yes

Yes

Veevart

Altru

Events

- Online events
- Online registration
- Mass communications
- Ticket sales with Membership Discounts
- Support multiple types of events
- Reports
- Collecting & track donation
- Track data related to event attendance
- Registration confirmation emails (receipt and qr code of reservation)
- Set up event details
- Gala events (**Coming soon**)

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Donations and membership acknowledgements

- Custom Acknowledgment Emails
- Targeted mass emails
- New Membership Notification
- Renewal Notification
- Automatic Membership Expiration Notifications
- Donation confirmation letter
- Batch Gift

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- Targeted mass emails
- Renewal Notification
- Automatic Membership Expiration Notifications
- Donation confirmation letter

Reporting

- Realtime reporting
- Standard Reports
- Custom Reports
- Export Report to Excel
- Automatic Report Delivery
- Dashboards and graphic depiction of reports
- Integrate third-party data and configure additional data elements for queries and outputs.

- Custom Reports
- Standard Reports
- Export Report to Excel or Word
- Automated reports
- Programs built on Blackbaud's Infinity platform can integrate with Microsoft Excel 2007 or 2010 for easy access to Infinity data from within a spreadsheet.

	VeevArt	Altru
Constituent Management & 360° view	360-degree view of your supporter • Manage different types of accounts: households, organizations, and contacts. • Full display of constituent KPIs • Constituent interaction tracking - includes integration with Gmail and Outlook • Unlimited number of constituents • Access to donation and purchase record • Duplicate Management	360-degree view of your supporter • Manage different types of accounts: households, organizations, and contacts. • Full display of constituent KPIs • Constituent interaction tracking • Unlimited number of constituents • Access to donation and purchase records • Volunteers program
Tickets Management	• Automatically apply the appropriate discounts and incentives • Manage ticket sales in person or online from any device with speed and efficiency • Never miss a renewal opportunity with instant updates for your members and ticket buyers • Upgrade ticket to memberships • Tracking attendance	• Automatically apply the appropriate discounts and incentives • Manage ticket sales in person or online from any device with speed and efficiency • Never miss a renewal opportunity with instant updates for your members and ticket buyers
Sales Management	• Sell tickets, memberships and merchandise • Apply Order Discounts and Promotions • Manage Stock Orders • Add Payments • Display sales report & dashboard • Shopify Integration	• Sell tickets, memberships and merchandise • Apply Order Discounts and Promotions • Manage Stock Orders • Add Payments • Display sales report & dashboard
Accounting Integration	Quickbooks, Sage	Financial Edge