



CUSTOMER SPOTLIGHT

Heritage Museums & Gardens



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With 100 acres of lush gardens, historic American folk art, classic American automobiles, and even a STEM-focused preschool, Heritage Museums & Gardens has something for everyone. But like many cultural institutions, Heritage faced challenges when managing its fundraising, ticketing, and event operations. They needed a solution to bring their teams and processes together, all while scaling their efforts to meet growing demand. Enter Blackbaud Altru, the leading cultural management solution for museums, zoos, and aquariums.

A Holistic Solution for Fundraising and Operations

Heritage Museums & Gardens sought a platform that would empower them to grow, connect, and innovate. By choosing Altru, they upgraded to an all-in-one solution that integrates membership management, ticketing, and fundraising. This decision allowed Heritage to replace siloed systems with a unified approach that will continue to meet their evolving needs over the years.

Heritage embraced features like detailed constituent tracking and streamlined event planning to maximize their fundraising efforts. “Blackbaud Altru completely transformed how we manage our operations,” said Greg Wobst, director of development. “From fundraising to memberships to events, it brought everything under one roof and helped us build deeper connections with our visitors and donors.”

Heritage Museum & Gardens
is powered by:

Blackbaud Altru®

XTruLink (Blackbaud
Partner)

Heritage utilized Altru extensively during their recent capital campaign to support the construction of a new modern and accessible welcome center. Using the software's ticketing capabilities, they conducted detailed research into their visitors' interests which helped them identify potential donors.

By analyzing visitor data, they were able to target individuals who showed a strong interest in specific programs. This targeted approach allowed them to cultivate relationships that resulted in significant donations. In fact, several of their top donors initially visited Heritage as regular guests within the last five years.

Enhancing Visitor Experiences with Technology

Heritage has elevated the power of Altru by combining it with Blackbaud partner XTruLink, an enterprise-grade ticketing and integration system. By tapping into these additional capabilities, Heritage has created an even more customized and enjoyable journey for visitors, from purchasing tickets to exploring exhibits.

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75%

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The event management and ticketing processes have been improved and optimized as Heritage has moved ticket sales entirely online. This enables them to capture visitor information ahead of time and conduct personalized follow-ups.

By incorporating features from XTruLink like QR codes for quick entry and real-time texting capabilities for event updates and digital membership cards, as well as providing customers with the option of a self-service kiosk, Heritage ensures that guests have a smooth experience from start to finish, which is especially helpful for high-demand events like Gardens Aglow which attracts 45,000 people annually.

“By using Altru and XTruLink, we’ve been able to simplify ticketing and event management while offering a better experience for our visitors,” said Wobst. “The technology just works, and that makes a world of difference for us and our guests.”

Additionally, the cost savings from switching to digital membership cards have been substantial, reducing their annual costs from \$6,500 to \$1,500—a savings of over 75 percent. “Not only is it more cost-effective, but members now receive their cards within minutes of joining—it’s efficient, sustainable, and a much better experience overall since combining XTruLink with Altru,” added Wobst.

Leveraging Data for Strategic Growth

After the museum restructured their membership model to allow more flexibility and accessibility—such as permitting two people per membership regardless of household—Heritage reached an all-time high of over 7,000 households in membership, a milestone attributed to strategic changes supported by Altru's capabilities.

"We've seen incredible momentum in membership—crossing over 7,000 households for the first time. For over four years, every single month has outperformed the previous year," said Wobst. "It's a testament to the flexibility we built into our membership model and the tools, like Blackbaud Altru, we use to connect with visitors and convert them into long-term supporters."

Heritage uses Altru's robust reporting tools to drive smarter strategies. Wobst explained how he uses data insights to analyze visitor behaviors, target prospective members, and even tailor their fundraising campaigns to align with donor interests.



The museum has seen a notable increase in auto-renewal membership rates, which has significantly contributed to a higher overall renewal rate. Initially, around 20 percent of members were enrolled in auto-renewal, but that figure has since grown to 40.2 percent, aided by XTruLink's opt-out feature that encourages continued enrollment. This strategy has helped them sustain a 78 percent renewal rate for multiple years, a remarkably high benchmark for the museum when compared to past metrics.

One of the most effective ways Heritage leveraged Altru's data was for converting visitors into members. By capturing ticket data online, they were able to follow up with visitors post-visit and offer the option to apply their tickets toward a membership within seven days. This approach not only improved their membership conversion rates but also created a stronger base of engaged supporters.

During the height of Covid-19, when outdoor spaces became safe havens, Heritage used data to identify and reach a broader audience to navigate unpredictable circumstances. By adapting their membership model to be more flexible and accessible, they continued to thrive—even during challenging times.

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.



“The data insights from Altru allow us to make decisions backed by evidence,” shared Wobst. “Knowing exactly what interests our visitors or where we can improve helps us stay connected to our mission while achieving measurable results.”

Innovating in the Future

As Heritage continues to grow, their focus remains on sustainability and innovation. With a plan to invest further in technology, including hiring a dedicated technology administrator, they aim to refine their database management and unlock even more potential from Altru and XTruLink.

“Looking ahead, we’re excited to push the boundaries of what we can achieve with Altru,” said Wobst. “With the right team and tools, we’re confident that we can sustain growth and continue delivering unforgettable experiences for our community.”

Improve admissions efficiency and gain insights into ticket buyers & potential lifelong donors.

[Learn more](#)

The Blackbaud Partner Network is made up of technology and services firms that enable Blackbaud customers to get even more out of their Blackbaud solutions. [Learn more.](#)

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