

# LIFEWEB 360

Connect your community through stories and the celebration of members who have passed

## CELEBRATE LEGACIES. STRENGTHEN BROTHERHOOD.

### PROUDLY PARTNERING WITH



DELTA KAPPA EPSILON  
Gentlemen, Scholars & Jolly Good Fellows

The #1 reason alumni do not take an active role in their community—they don't see current engagement opportunities as *meaningful*. Just as you seek value from them, they seek it from you.

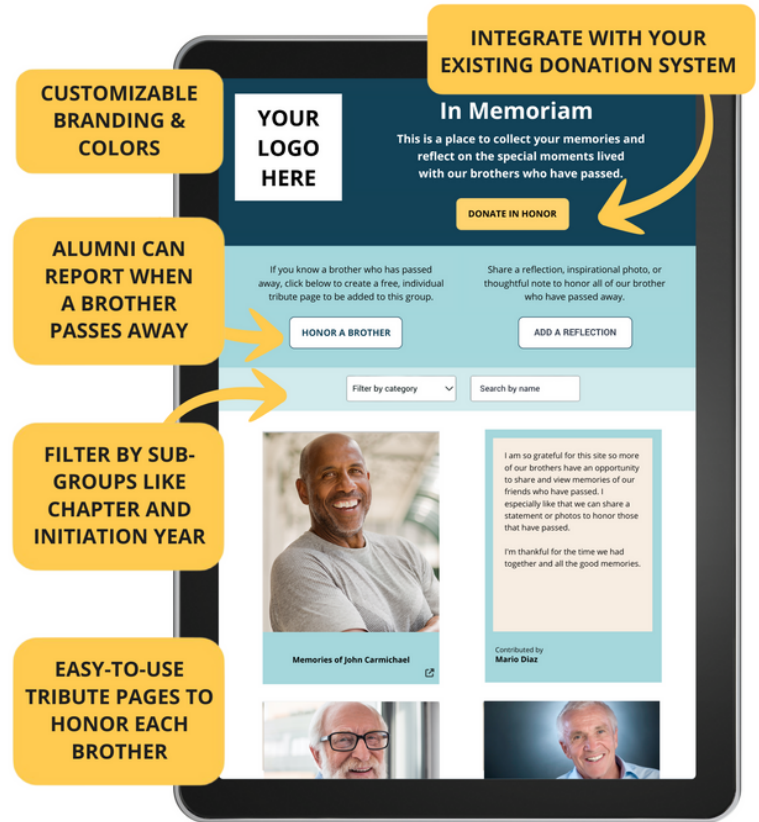
Your alumni are ready to build relationships! Yet, the alumni teams we work with today are struggling with reduced budgets, limited staff, and outdated data leaving them under-resourced to nurture strong relationships. **Good news!** The overwhelming majority of alumni embrace digital experiences, which means more cost-effective and data-building solutions for you.

**LifeWeb 360 is a branded digital experience for members**, where they can reconnect with brothers or sisters while celebrating those who have passed away. While members share stories and photos of departed friends on personalized tribute pages, LifeWeb 360 weaves and connects the threads that bring people together and prompts alumni to reflect on their love for your fraternity and the bonds of brotherhood.

Successful brands use emotional customer engagement to evoke deep memories attached to a brand or organization. Connect your alumni in a way that shows that experiences, authenticity, empathy, and traditions *matter* to your fraternity.

### LifeWeb 360 provides a unique & cost-effective solution to:

- Emotionally connect your alumni through personalized experiences and camaraderie
- Digitize your magazine's in memoriam section
- Tap into impactful, member-created content
- Update and expand your database
- Increase opportunities for giving, too



- **78%** of alumni prefer to access their alumni benefits online v. by mail <sup>1</sup>
- **75%** of alumni would engage more with their alumni organization if their alumni benefits were mobile-friendly <sup>2</sup>

Contact us and give it a try—we can have you set up in 3 days!

1. Virtual Incentives 2017 Study

2. Code Broker 2018 Loyalty Program Consumer Survey

# HOW YOUR MEMBERS ENGAGE



My sorority sister from my pledge class passes away

I dig up some old photos from our date parties and formals and share on her LifeWeb tribute page

I reconnect with a few of my sisters in the process

I reflect on how my sorority impacted my life, the friendships I've made, and the person I am today

I decide to get involved in the sorority again by volunteering and I learn about planned giving

## FAQS

### Q: Can I use the content shared in our marketing?

Absolutely! The stories and photos shared on LifeWeb tribute pages are generally the "greatest hits" of a person's life, filled with nostalgia, humor, and emotion. Find exceptional stories to build on for longer magazine features or use photos & snippets of stories as-is for social media content. The only limit of how to use the content is your imagination!

### Q: Can we use our own donation system?

For sure! With a customizable call-to-action button you can send site visitors to your current donation page, volunteer info, or wherever you'd like! If a named scholarship has been set up to honor someone, you can link to it on their LifeWeb.

### Q: Can the group be filtered by chapter?

Yes! LifeWeb tribute pages (and the memories shared on them) can be filtered by custom sub-groups, such as initiation year, collegiate chapter, and/or alumni chapter, so your members can find the people they care most about honoring and you can find content that will resonate deeply with a specific audience. Consider sending a camaraderie-boosting newsletter to collegiate & alumni members of a given chapter filled with old photos from their fraternity house & stories they can personally connect with.

### Q: Can you make a slideshow for Convention?

You bet! Photos and stories shared on LifeWeb can make memorial events feel extra meaningful & authentic.

### Q: Who can add members that have passed away to the group?

When a member passes away, creating a LifeWeb for them takes ~30 seconds—it's a quick step for whoever updates your database when you're notified of a death. Additionally, your members can report someone that has passed via the group, minimizing the time you need to spend gathering and sharing that information.

### Q: Will my team have to review all of the stories that are shared?

Nope! All memories go through an AI-moderated review process before they're publicly posted. Any memory with even a 1% chance of negativity is then checked by a real-life member of our team. We've got you!



### Gift a physical book of memories

For fraternity leaders, dedicated volunteers, or major donors, send a legacy memory book to their family as a meaningful gift showcasing the impact their loved one had in the world

## CONTACT US



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