

LIFEWEB 360

Connect alumni through stories and the celebration of classmates who have passed

CELEBRATE LEGACIES. BUILD COMMUNITY.

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 Yet, the alumni teams we work with today are struggling with reduced budgets, limited staff, and outdated data leaving them under-resourced to nurture strong relationships.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 alumni, where they can reconnect with fellow classmates while celebrating those who have passed away. While alumni 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 school.

The screenshot shows the LifeWeb 360 interface. At the top, there's a navigation bar with the LifeWeb 360 logo. Below it, a section titled "In Memoriam" contains a call to action: "This is a place to collect your memories and reflect on the special moments lived with our fellow community members who have passed." A "DONATE IN HONOR" button is visible. Below this is a search and filter area with a "Filter by category" dropdown, a "Search by name" input, and an "HONOR A MEMBER" button. The main content area displays a grid of alumni profiles. One profile for John Carmichael is highlighted with a star and a callout box. Another profile for Sharon Lee Wilkins is also visible. A callout box points to a "DISTINCTIONS" section on John Carmichael's profile, which lists "Legacy Society" and "Volunteer with Distinction Award Winner". A "LINK OUT TO LEGACY SOCIETY INFO PAGE" callout points to a button at the bottom of the profile. Other callouts include "CUSTOMIZABLE BRANDING & COLORS", "FILTER BY SUB-GROUPS LIKE CLASS, MAJOR, OR CLUBS", "HIGHLIGHT ALUMNI WITH DISTINCTIONS", "EASY-TO-USE TRIBUTE PAGES HONORING EACH ALUM & FACULTY MEMBER", and "ALUMNI CAN REPORT WHEN SOMEONE PASSES AWAY".

PARTNERS INCLUDE



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

- Emotionally connect your alumni through personalized experiences and camaraderie
- Recognize major and legacy donors
- Tap into impactful, alumni-created content
- Enrich and expand your database
- Effortlessly cultivate new donors
- Boost goodwill and nurture existing relationships

HOW YOUR ALUMNI ENGAGE



My classmate from my graduating class passes away

I dig up some old photos of us together and share on their LifeWeb tribute page

I reconnect with a few friends from school in the process

I reflect on how my school impacted my life, including my friendships and who I am today

I decide to get involved with my school again by joining an alumni chapter and learning 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 class?

Yes! LifeWeb tribute pages (and the memories shared on them) can be filtered by custom sub-groups, such as graduating class, major, clubs, or alumni association, so your alumni 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 alumni filled with old photos & stories they can personally connect to.

Q: Can you make a slideshow for events like reunion?

You bet! Whether it's a class reunion, an affinity reunion, or another commemorative event, a memorial slideshow of photos celebrating people relevant to that audience can make the event feel extra meaningful.

Q: Who can add alumni & faculty who have passed away to the group?

When someone 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 alumni 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 school 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



Ali Briggs Carvalho
CEO & Co-founder
(708) 320-1084
Ali@LifeWeb360.com

LifeWeb360.com/education