

360Alumni Success Story

Empowering Morehouse College

A Centralized Approach to Alumni Engagement Helps Morehouse Exceed its Advancement Goals



"With 360Alumni, our alumni have a virtual home. It makes it so much easier to find one another. They can connect and stay engaged anywhere in the world. This has been a game changer for events and fundraising both at the college and with local chapters."

Henry Goodgame,
VP External Relations &
Alumni Engagement,
Morehouse College

In the heart of Atlanta, Georgia, Morehouse College stands as a beacon of academic excellence, leadership cultivation, and fervent social justice advocacy. Established in 1867 by William Jefferson White, a visionary Baptist minister, this private historically black college - an institution exclusively for men - has fostered luminaries such as Martin Luther King Jr., Spike Lee, and Samuel L. Jackson.

Background

Faced with operational limitations with no centralized alumni management system, Morehouse College sought a transformative solution to catalyze connections among their esteemed graduates while propelling their advancement initiatives forward.

Embracing 360Alumni's comprehensive platform, Morehouse alumni seamlessly connect across the globe, leveraging the platform's diverse functionalities spanning events, groups, profile management, alumni map, and fundraising campaigns. This dynamic engagement not only unites alumni with their alma mater but also empowers Morehouse to orchestrate highly successful fundraising initiatives which surpass their financial targets.

Challenges

- Inadequate legacy software lacking holistic capabilities in events, ecommerce, fundraising, and alumni mapping
- Disconnected alumni without visibility into their geographic locations, hindering networking and fundraising opportunities
- Fragmented communications impeding alumni from staying informed of the latest developments and events at Morehouse
- Manual event management processes causing inefficiencies and hampering fundraising

Results with 360Alumni

- 15,000 alumni accounts activated and engaging with events and networking
- Millions of dollars raised through 360Alumni's native ecommerce functionality
- Over 3,000 attendees registered for a recent Homecoming
- Unified alumni data and engagement on a single platform
- Facilitated a seamless transition from students to young alumni, enhancing networking and career opportunities
- Empowered transparent reporting for events, fostering performance-driven strategies

Discover how 360Alumni helps similar organizations deliver ongoing value and build long term engagement. [Visit 360Alumni.com](https://360Alumni.com) today to schedule a call with one of our engagement experts!



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