

# Alpha Kappa Psi Fraternity

## CASE STUDIES



Alpha Kappa Psi is a professional business fraternity that was founded in 1904. It has more than 200,000 members worldwide and is chartered on more than 200 campuses in the United States, Canada and the United Kingdom.

### The Situation

Alpha Kappa Psi considered several different content management systems (CMS) and membership-based website solutions. After much deliberation and comparison, they selected YourMembership.com because of its powerful CMS and its ability to synchronize the website member data with the organization's own third-party, offline database.

### Membership Goal

Alpha Kappa Psi's main goal was to provide its members with a fraternity-only online member community where members and administrators could connect and network with one another in a safe, secure online environment.

### Results

In February 2008 Alpha Kappa Psi launched its new, feature-rich web community, which continues to grow month after month.

Members are excited about logging in, building profiles, uploading pictures and résumés as well as posting job openings. Alpha Kappa Psi now can connect its members all over the world and continue its mission to build brotherhood, lifelong learning, uphold high ethical standards, improve communities and enhance the Fraternity for life.

In addition to its community goal, Alpha Kappa Psi has experienced tremendous success with its online store. The Fraternity has processed more than \$600,000 in online store orders, event registrations and membership-dues payments to date.

### Favorite Thing

Alpha Kappa Psi appreciates the ease in delegating authoring/management responsibility to staff members/directors. Also, they have found the CMS to be very intuitive and user-friendly. But the professional fraternity states that its favorite thing about working with YourMembership.com is the "friendly and responsive customer service and support team!"