

Shorecrest Preparatory School

CASE STUDIES



Shorecrest Preparatory School was founded in 1923 and is the oldest independent day school in Florida. The school has approximately 1,000 students enrolled each year from preschool through the 12th grade.

Shorecrest's mission is to educate students to become lifelong learners in the pursuit of personal and academic excellence, physical well-being, creative achievement and the development of a commitment to social responsibility.

The Situation

Shorecrest needed an organized system to connect with alumni, allowing them access to each other as well as their alma mater. With a relatively young alumni base, they needed a site that was feature rich and would hold their alums' attention.

Being an independent school also means they depend on the generosity of alumni, parents and friends to enhance the school's programs and preserve their standing as a preeminent Florida preparatory school.

Membership Goal

Shorecrest approached YourMembership.com with a very direct goal: to make it easier for alums to stay connected with each other and with their alma mater.

Results

The feature-rich and user-friendly website has grown from an alumni-only community into a comprehensive school website that enables teachers, parents and students to connect. Shorecrest uses YourMembership.com to inform its constituents of upcoming events and sends periodic email updates – which has cut annual mailing costs by more than \$3,000.

In addition to the cost-savings, email allows them to share more relevant, current information than traditional mails. Going forward, Shorecrest plans to eliminate more of their hardcopy mailings and replace them with bulk email – a cost-effective and environmentally-friendly solution.

Favorite Thing

"The ease of use. I can contact thousands of people at the touch of a button." Shorecrest Preparatory School also lauds YourMembership.com's customer service department as tremendous.