



SIGMA LAMBDA UPSILON
SEÑORITAS LATINAS UNIDAS SORORITY INC.

**A BETTER, MORE
PERSONALIZED WAY TO
CONNECT AND GROW**

**SIGMA LAMBDA UPSILON
GETS A BIG UPGRADE WITH
MEMBER365**

Member **365**



TIME FOR SOMETHING BETTER AND MORE POWERFUL

What do you do when you have a rapidly growing need to connect in more ways with more members in less time...but you're stuck using software that simply can't get the job done?

That was the challenge faced by Sigma Lambda Upsilon before they found Member365.



ACCOMPLISH MORE WITH LESS

As a national sorority with over 60 chapters in seven regions across the United States, this popular Greek-lettered organization counted on being able to stay deeply connected with a large membership base.

Just as important: they needed an intuitive tool to help them accomplish more tasks in less time.

But as Erica N. Harris, the organization's National Director of Technology explains, they were overdue in giving their membership software a major upgrade.

"When we looked at OrgSync, which was our legacy software, we found our members just weren't using it," she explains.

"The status quo just wasn't going to cut it for us anymore going forward"

And their list of needs kept growing over-and-above membership management. They also needed a data driven, intuitively designed tool that could handle events, contact record management and email marketing.

ONBOARDING SHOWED THE WAY FORWARD

Right away—from the start of its risk-free trial—the Member365 experience signalled a better way of connecting was at hand. Erica explains: "We didn't know where to start to fix all the shortcomings in the way we were connecting with our members."

She credits Christine, Member365's personally assigned success coach, for making the onboarding experience smooth, understandable and results-focused.

"The onboarding process was highly structured and Christine showed us exactly what we had to do to troubleshoot and get to the point where we wanted to be in terms of member engagement," says Erica. The good surprises with Member365 didn't stop there.



DATA-BACKED EVENT TRACKING

No more guesswork in organizing an event. With Member365, you get real-time data on who is committed to attending, who has been contacted and who hasn't responded yet.

BUILD BEAUTIFUL EMAIL CAMPAIGNS

"We can create gorgeous looking email marketing now, all from within Member365," says Erica. "That's a huge time saver." And it feels great to see your professional-looking work going out the door.

PERSONALIZED EVERYTHING

"Member365's success coach is such a standout feature because like everything in Member365, it's so personal," Erica explains. "Working with Christine was great: she asked a lot of smart questions and showed us how to get things done."

CHAT SUPPORT

Get the right answers right away. "I was so used to having to send an email and then wait overnight for a reply each time I had a problem with software," says Erica. "With Member365, I remember the first time I clicked on that chat bubble and got a reply right away—instant solution!"

IMPERSONATE FEATURE

Another powerful time saver to resolve member questions quickly and personally.

With us," Erica explains, "it's used often and to great effect to help resolve any kind of technical issue the user is experiencing."

BIG PROJECT, BIG IMPROVEMENTS

"Both professionally and personally, Member365 has been a fantastic experience," Erica concludes.

"This is the biggest project I've ever taken on and that's also the case for our organization. What we have now is a level of excitement we've not seen in a long time. Just as important, it's given me the tools I needed to grow professionally in my career." With Member365, it wins all around.

"Both professionally and personally, Member365 has been a fantastic experience!"

FIND OUT HOW MEMBER365 CAN HELP YOU PROGRESS FROM YOUR LEGACY SOFTWARE AND START GROWING AND CONNECTING WITH RENEWED CONFIDENCE.

BOOK A DEMO TODAY!

