

Now There's a Place More Than 200,000 Sisters Can Call Home

The wait is over. We listened to your ideas, conducted research and developed what we believe is the best possible web site to extend and enhance the Alpha Chi Omega experience online. We hope you'll find this introduction helpful and can't wait to hear your feedback.

● Information Site: alphachiomega.org

In creating the new web site, our goal was to "keep it simple." You'll notice an intuitive, user-friendly navigation that will help you get to the information you need, as quickly as possible. You also have the ability to change your username and password to whatever you want so you can access certain members only features, such as member search and resources. Don't be shy, click around the site so you can see everything that's now available to you.

1. What's New Feature Box

All of the hottest Alpha Chi Omega stories are delivered right to our homepage. The *What's New Feature Box* rotates through five different features and always shows the freshest content.

2. Top Stories

The *Top Stories* box pulls in the most recent blog posts, articles from *The Lyre* and more – so you have one place to look for all of the latest Alpha Chi news.

3. Connect with AXΩ

It's easy to find and interact with Alpha Chi Omega on your favorite social networking sites – *Twitter*, *Facebook*, *Delicious*, *Flickr*, *LinkedIn* and *YouTube*. We've also created a simple "Social Media 101" overview for members who want to learn more.

The screenshot shows the homepage of <http://www.alphachiomega.org>. The page features a green and white color scheme with the Alpha Chi Omega logo and the tagline "REAL STRONG WOMEN". A navigation menu includes links for "My Alpha Chi", "Resource Center", "News & Events", "FAQs", "Merchandise", "Chapter Locator", and "Contact Us". A secondary menu lists "ABOUT US", "PROSPECTIVE", "OTHER VISITORS", "FOUNDATION", "HOUSING", and "LIFE LOYAL".

Three callout boxes highlight specific features:

- 1. What's New Feature Box:** Points to a featured article titled "Are you building your legacy? Alpha Chi Foundation gifts last a lifetime" with a "READ MORE" button.
- 2. Top Stories:** Points to a "AXΩ TOP STORIES" section containing several article teasers, including "What does 'real' mean to you?" and "Sisters Celebrate the Gamma Theta Chapter House".
- 3. Connect with AXΩ:** Points to a "CONNECT WITH AXΩ" section featuring a "flickr" link and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

Other visible elements include a "GIVING BACK" section with "Donate", "Volunteer", and "Support" buttons, a "MEMBER SEARCH" form, and a "RECOMMEND A MEMBER" button. The footer contains a "GREEK LICENSED PRODUCT" logo and copyright information: "© 2008 Alpha Chi Omega. All Rights Reserved."

Social Site: my.alphachiomega.org

My Alpha Chi is all about you. It's the one place for all members to connect, communicate and share. It's a place that you'll want to make your homepage because you'll find yourself checking back so often throughout the day. In addition to the features highlighted below, *My Alpha Chi* offers surveys, member announcements and more!

1. RSS Reader/My Headlines

We've built a custom RSS reader into *My Alpha Chi* to bring you the latest news and resources from your favorite web sites. Plus, you can customize *My Headlines* to pull in the stories that are of the most interest to you!

2. The Lyre Online

The top stories from *The Lyre* magazine are now online for you to read and comment on. You can also download PDFs of older issues from our online archive.

3. Message Boards

Join the conversations happening now on the AXΩ message boards. Talk about the issues that matter most to you – from sharing recruitment ideas to discussing parenting issues to debating who should win 'American Idol.'

4. AXΩ Blog

Our new blog, *Starting Conversations*, is written by Alpha Chi Omegas for Alpha Chi Omegas. You can subscribe via RSS, check for new posts on our main site homepage or the *My Alpha Chi* homepage, or visit the blog directly at blog.alphachiomega.org.

5. Real Strong Woman of the Month

We're proud to celebrate the amazing women that make Alpha Chi Omega such an incredible organization. Read stories of our members making a real difference, and don't forget to nominate an extraordinary woman in your life to be featured.



The screenshot shows the homepage of *My Alpha Chi* with several highlighted sections:

- 1. RSS Reader/My Headlines:** A section titled "My Headlines" with a list of articles including "Live Life with a Purpose by Volunteering in Your Community", "Green Your Shower Curtain", "101 Accessory Ideas", and "Brownies to Brag About".
- 2. The Lyre Online:** A section for "The Lyre Magazine" featuring "Sisters Celebrate the Gamma Theta Chapter House" and "Brownies to Brag About".
- 3. Message Boards:** A section titled "MESSAGE BOARDS" with a list of posts and dates, such as "Donec faucibus semper turpis. Pellentesque lectus dolor, imperdin, facilisis non, tortor." dated 02/28.
- 4. AXΩ Blog:** A section titled "AXΩ BLOG POSTS" with a "Subscribe" button and "More Stories" link. The first post is "What does 'real' mean to you?" dated Wed, 24 June 2009.
- 5. Real Strong Woman of the Month:** A section titled "REAL STRONG WOMAN of the Month" for August 09, featuring "Wendi Winburn Russo" from the Alpha Iota Chapter.

We've changed the conversation.

Now it's your chance to learn more at alphachiomega.org and participate at my.alphachiomega.org. Nothing speaks louder than action!