



Media Contact:

Delta Delta Delta
Stacy Gillard, Director of Public Relations
(817) 800-5165
sgillard@trideltaeo.org

Tri Delta Launches New Web Site

ARLINGTON, TEXAS – Feb.15, 2010 – Delta Delta Delta (Tri Delta) Fraternity has launched its newly redesigned Web site, tridelta.org. The new database-driven site is the culmination of months of research, design and development, and is intended to reflect the Tri Delta experience, to bring the Purpose and shared values of Tri Delta to life and to instill and sustain pride in the Fraternity.

Available to undergraduate members, alumnae, parents and others interested in the Fraternity, the new site uses progressive, pioneering technology, creative content and graphics in an online environment to connect all audiences in a personal way to Tri Delta.

The Web site was a collaborative team effort between Tri Delta, Bigfish and Computer Systems Innovations Inc. (CSI). Tri Delta managed the project and developed the content; Bigfish helped to cast the vision for connecting the site's features to its purpose and designed and built the site; and CSI handled integration with the *iMIS* database.

“We were energized by Tri Delta’s clear vision to engage members, demonstrate timeless values, offer meaningful friendships, and provide members with growth opportunities. Each feature and design element, including the manner in which social media was used, mobility was equipped, and the member’s experience was implemented were measured against these four ideas,” Bigfish Founder Tim Nicholson.

The new website is tightly integrated with Tri Delta’s membership system *iMIS*. Doug Morris, president of CSI offered “Tri Delta will benefit from integrating the Web site with their membership system through improved member service, decreased staff time and decreased costs, all while having a better understanding of their members through more complete member profiles. We are excited to partner with Tri Delta in achieving their organizational goals through the use of technology.”

In addition to a fresh, more modern look, the site also features a customizable section for members. Known as Deltas Only, the private site-within-a-site features easy access to operational documents; the capability to edit personal information online; permission to use the new Find a Sister feature and numerous other members-only tools and resources. Users on the public side will be able to tailor RSS feeds and connect with Tri Delta via social media, such as Twitter and Facebook.

More

Other features of the new site include:

- Feature stories highlighting Tri Deltas
- An online Idea Center for Tri Delta leaders
- A news comment section for members
- Extended Web-exclusive content from *The Trident* magazine
- An expanded Chapter Directory with special content on Deltas Only

The launch also includes a version of the site with features and functionality optimized for a mobile user experience.

About Tri Delta

Founded in 1888, Tri Delta is a leader among social Greek organizations through its passion for progress and visionary thinking. Through partnerships with nationally recognized organizations like St. Jude Children's Research Hospital, award-winning publications like *The Trident*, and innovative collegiate and alumnae initiatives, Tri Delta is committed to leveraging our timeless values to revitalize the sorority experience. For more information, please visit www.tridelta.org or call (817) 633-8001.

About Bigfish

Bigfish is an interactive company located in Memphis, Tenn. Founded in 2002, the company has worked side by side with the leaders of membership organizations to create and implement strategies that optimize the Internet. Their work includes visual and spoken-word brand initiatives, Web sites, a private social networking platform, membership education systems, social media solutions, and expansion/extension campaigns. For more information, contact Tim Nicholson tim@gobigfishgo.com

About Computer System Innovations, Inc.

Founded in 1991, Computer System Innovations (CSI) is one of the largest solution providers of *iMIS*, the leading membership management software for not-for-profits. CSI specializes in the fraternal market with clients including 15 of the largest fraternities and sororities. CSI provides clients with project management, implementation, support, and custom development services. CSI is also the author of ICE – The Interactive Chapter Experience, the premier chapter leadership and membership management portal for *iMIS*. For more information, please visit www.csiinc.com or e-mail sales@csiinc.com.

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