

ABOUT

ASSIST is a U.S.- based nonprofit organization that **matches academically talented, multilingual international students with American independent secondary schools** for a one-year school stay.

Originally **founded in 1969 with a small delegation of 13 students from Germany**, over the years, **“ASSIST Scholars”** from **52 nations**, many underrepresented in independent school populations, have been matched with ASSIST-affiliated schools.

The program now has **5,385 alumni, 80% of those contactable.**



ASSIST

Connecting America's finest schools
with the world's leading scholars

Connecting Diverse Alumni all over the world

CHALLENGES

- **Maintaining relationships with alumni:** People's attachment with the organization is emotional, not tangible in the sense of there being a campus or office to visit.
- **Bridging geographical gaps:** The alumni span 52 different nations around the world. There was a huge need to create engagement by connecting and providing value to alumni.
- **Achieving strength through diversity:** None of the alumni are classmates in the traditional sense. The oldest are now pensioners, the youngest are going into their final high school years; even those of the same cohort usually spent their year abroad at different schools, often in different states; they all come from a variety of countries; they span the spectrum of career paths - ambassadors (one alumnus is the current ambassador to the UN for Germany), doctors, lawyers, artists, bankers, politicians, teachers, etc.
- **Unifying the staff and key volunteers:** ASSIST is a global organization - based in the U.S. and working with staff members, country coordinators, and key volunteers in numerous strategic parts of the world.

SOLUTION

Graduway was chosen as it was seen as the most powerful platform to create a sense of community from such a diverse alumni base. **“Willing to help” was seen as a tool to allow people now based all over the world to get emotionally involved and re-connected.** The features available on the platform ticked all the boxes in solving the above mentioned challenges - simply and organically, with minimal intervention on behalf of ASSIST staff.

The result has been that:

- **New scholars** are being onboarded from the get-go and contacting alumni who can give them advice, or who they can connect with in person while on exchange
- ASSIST is taking advantage of the **deep affinity** that Scholars feel to the program. Former scholars are finding one another all over the world. Because exchange programs are often not included on CV's, some alumni have been working side by side without ever knowing that they share the title of “ASSIST alum”
- The relationships formed on the platform have helped to boost the the organizations **social media** by giving them usable and emotive content to post and share, and by default, then bring them back to the platform
- ASSIST is able to see their **most up-to-date alumni data** and use this to set up meetings with former Scholars all over the world for various purposes.

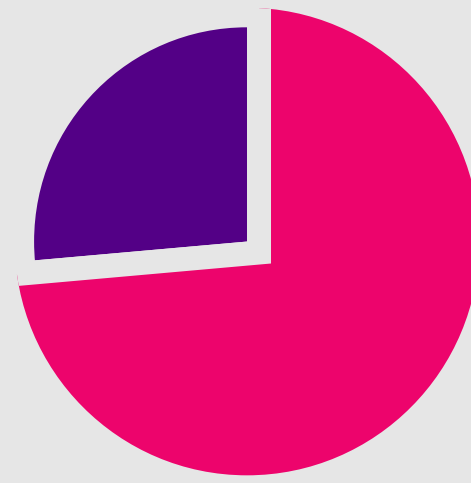


SUCCESSSES



47.5%

of all contactable alumni are on the platform and have given great feedback



74.3%

of users are willing to help another platform user, or the program, in some way



The Graduway platform has given ASSIST the opportunity to demonstrate its global presence in a way that is natural to our alumni. We really do have a global network but My Assist Connect has given us the chance to put a public face on that.



Becky Gilbert
ASSIST's Director of Development in Berlin, Germany.