

greymatter Promote

Foster Lifelong Engagement.

Strengthen Connections.

Drive Impact.

greymatter Promote unifies alumni relations, continuing education, workforce development, and event management into a single platform. Staff can engage learners and alumni more effectively, strengthen connections, and drive measurable impact across the institution.



THE CHALLENGE

Fragmented Post-Grad Engagement

Disconnected systems, manual tracking, and inconsistent communications make it difficult to nurture alumni, learners, and partners effectively

Difficulty Measuring Impact

Institutions struggle to track participation, giving, and career outcomes, limiting their ability to demonstrate value.

Manual Program Management

Managing continuing education, credentials, and workforce initiatives manually consumes staff time and reduces capacity for growth.

THE SOLUTION

Connected Alumni Relationships

Centralize communications, fundraising campaigns, and volunteer coordination to strengthen lifelong engagement and loyalty.

Insights & Impact Tracking

Gain real-time analytics on participation, giving, credentials, and career outcomes to measure program effectiveness and guide strategic decisions.

Streamlined CE & Workforce Programs

Manage credit and non-credit offerings, registration, and partner opportunities through one integrated platform, freeing staff to focus on growth and success.

greymatter Promote in Action

Alumni Engagement, Loyalty & Giving.

Automate and track communications, fundraising campaigns, and volunteer activities to increase engagement and support development goals.

Continuing Education & Credential Success

Offer flexible credit and non-credit courses, certifications, and micro-credentials, with streamlined registration, payment, and enrollment management.

Events & Partnerships Engagement.

Plan, execute, and measure events, while managing partnerships, internships, and workforce initiatives, creating meaningful connections and actionable insights.

Learn more by visiting greymatterCRM.com