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Attention News/Business Editors:

### Canada's Non-Profit Sector Not Profiting from the Web

OTTAWA, Dec. 14 /CNW/ - "While the majority of Canadian associations and non-profit organizations now have a Web presence, they have yet to reap the true benefits of this new technology". Says a study released today by Leverus Inc.

"The good news is that more than 80 percent of respondents have a Web presence that is at least two years old. The challenge they now face is to realize the value of their investment and to transform their static websites into dynamic member service portals," says Steve Long, President and CEO of Leverus. "The Internet has unleashed competing forces that over time can become a direct threat to associations."

In Canada, charities, volunteer organizations, and professional and trade associations have embraced the Internet as a means of communication with their constituents. More than 65% of respondents spend over \$5,000 per year to support their Internet Strategy.

"We are rapidly moving beyond the first generation of Websites. Leading associations consider their Web strategy as important for their organization as their overall communication plan". Says Chris LeClair, Vice President of Marketing and Business Development. "Organizations who fail to take advantage of this opportunity face the risk of being marginalized as new electronic communities develop."

The report "Leveraging the Net - Association Internet Benchmarking Survey" is available from Leverus.

Leverus is a Web company that specializes in custom Web design & development for non-profit organizations. Our mission is to help associations enhance their operational efficiencies, member service capabilities and revenue opportunities through the strategic use of the web.

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