

Leveraging the Net

A bulletin for Association Professionals

Issue 4 - Web Strategies

Web Strategies - Making your vision a reality

Have you ever asked yourself why your association has a website? What do you hope to accomplish with the website? What will your website look like in a year's time?

An association's use of the Internet should be approached in a similar way to the decision process for other operational and service delivery items. Associations plan most of their service offerings from annual general meetings and conferences to government relations strategies. A strong plan provides a clear blueprint for the Board, staff and members of an organization on the direction of the association and goals to be accomplished. Generally an association may be seeking to achieve one or more objectives with its web strategy such as:

- increasing traffic
- creating opportunities for new revenues
- enhancing its member service delivery
- increasing operational efficiencies

The Internet is a tool that can be effectively used to meet an association's goals. In the past the web was used primarily as an information dissemination vehicle for keeping members and in some cases the general public informed. But today Internet technology allows for interactive technologies to be effectively used. Some of the services include chat areas and document sharing technologies that can be used to defray the cost and time required to set up and administer committee meetings, on-line surveys that are easy to complete and capture information directly, on-line registration and payment services, and job searching and volunteer recruiting administered on-line.

Internet technology can often serve as a complement to traditional methods of operations used by association executives or can even integrate or consolidate disparate technology practices in use today. There are many benefits to adopting a strategic approach to an association's use of the web. Some of these include:

- An opportunity to evaluate current Internet processes and procedures

[Leverus Poll!](#)

Does your organization have a defined web strategy? Take the Leverus poll and see how you compare to other associations.

Reminder!

[Leverus' First Annual Survey of Association Internet Usage](#)

Find out how your association's Internet usage compares with others by filling out Leverus' survey currently underway. Results will be mailed out to survey participants in October.

[Leveraging the Net](#)

Previous issues of Leveraging the Net are available at the [Leverus Website](#).

- The opportunity to consider how the Internet can contribute to the broader goals of the organization
- The identification of traditional methods of operation that would be better performed using the Internet
- The opportunity to compare budget item costs under traditional versus "on-line" scenarios
- A strategy provides transparency of web practices and the association's Internet vision
- Avoids ad-hoc use of a website
- The identification of software and hardware requirements

Leverus would be pleased to provide you with more information on web strategies. Please e-mail info@leverus.com or phone (613) 789-0728 for more information.

L E V E R U S

For more information visit www.leverus.com or e-mail info@leverus.com or call 613.789.0728

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