

Leveraging the Net

A bulletin for Association Professionals

Issue 8 - The Year in Review

The Year in Review

2001 represented a banner year for Leverus and its clients who are taking advantage of the value the Internet offers. Many associations have identified and are using the Internet as a vehicle for meeting their objectives.

Our experience suggests that successful associations:

1. Have a clear web strategy that is part of the overall communication plan.
2. Operate a user-friendly Website that can be updated and easily maintained.
3. Market their Web strategies and services to their members.
4. Add new services and technologies to improve efficiencies.

Leverus is your partner and solutions provider for dealing with the details and delivery of your Internet vision. In the summer of 2001, we started Leverus Bulletins as an information resource for associations and non-profit organizations. The topics covered include:

- Online Surveys
- Funding for Web Based Training
- Profiting from Directories

We will continue this service in the New Year to ensure that associations truly benefit from the Internet revolution.

Our report, *Leveraging the Net: Association Internet Benchmarking Survey*, generated considerable interest in the non-profit community. This report is helpful in comparing your Internet experience with those of your peers. We intend to carry out a survey each year to provide Canadian associations with the ability to make informed choices in their Web service needs. In 2002, we will be working closely with you to realize your Internet strategy, save costs, and improve efficiency gains. Leverus' success is dependent on your ability to leverage the Internet for membership value. Back issues of the Bulletin and a copy of our survey are available on our website. A copy of our survey is also

available.

If you are interested in obtaining more information on Leverus' services, please contact Leverus by e-mail, info@leverus.com or call us at (613) 789-0728.

