Association québécoise des organismes de coopération internationale

Context
The Internet has enabled the *Association québécoise des organismes de coopération internationale* [Quebec association of international cooperation organizations] (AQOCI) to raise its profile and gain more members and volunteers with few resources.

Project Description
With very limited resources and a small staff, the AQOCI has made good use of the Internet to promote its programs at little cost.

The organization successfully raised its profile and recruited more volunteers by revamping its Web site, updating the content and investing in a new site design. As far as the new site is concerned, Denise Babin, head of communications at the Association, says that the key is not only the quality of the information but also the frequency with which it is updated.

Successes/Challenges
Ms. Babin says that the final product is a success, although it has taken a long time to get to this point. Ideally, she would have liked to have hired a communications firm to conduct a strategic needs assessment and a Web development firm to design the site. However, working with the available funds, she remained flexible, gave it a try and learned from the experience.

http://www.aqoci.qc.ca

These best practices are an excellent way of sharing your experiences with other organizations in the voluntary sector. If you also have positive experiences on the use of technology in the voluntary sector, the IM-IT Secretariat will be pleased to post your stories. Please contact the IM/IT Secretariat by e-mail at imit@ic.gc.ca .