

Ontario Federation of Anglers and Hunters

Context

With the help of technology, the Ontario Federation of Anglers and Hunters (OFAH), an organization whose goal is to protect the environment and raise public awareness of the fragility of ecosystems, has been able to stimulate public interest through the electronic services provided by the invasive species program.

Project Description

The Internet has helped the OFAH develop a valuable relationship with its target public and raise awareness of invasive species. On the organization's to-do list was an overhaul of its Web site to make the scientific content more accessible and the site more interactive. After just three months of hard work, the project was a resounding success: the site's on-line services led to a significant increase in the number of information requests and invasive species descriptions.

As part of the overhaul, project coordinator Andrea Bowman worked with her team to create large databases that allow the OFAH to update the maps on the Web site regularly and send electronic newsletters to interested users.

Successes/Challenges

Ms. Bowman says that the secret of success for an organization like the OFAH is to never lose sight of the big picture. It is necessary to determine how the Internet can fit into the broader context of a program and what it can do for the target public.

www.ofah.org

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.