



# Membership Engagement

## Through Your Website

An Association's Website is one of the most valuable ways to communicate their mission, values and programs. Making sure websites are updated regularly and content is easily accessed should be a priority. ASG has the internal staff capabilities to handle the day-to-day update and maintenance required for the LRA website.

One ASG client, HPO, had a website that was in need of an update and reorganization when they became our client in 2013. The format of their website was not easy to use and, run mostly by volunteers, information had not been update on a regular basis.

With ASG as their management partner HPO was able to upgrade their website and improve the content and ease of use. After the update website views increased by over 100%.

