

From lemons to lemonade: how legislation drove technology transformation at a 100-year-old federation



The Ontario Federation of Anglers and Hunters is Canada's largest non-profit member-based organization supporting fish and wildlife conservation.

Problem

- A legislative change required the Ontario Federation of Anglers and Hunters (OFAH) to separate its membership and charity functions.
- The restructuring required total organizational transformation; however the existing technology was not designed for growth, making this part of the transformation particularly challenging.

Approach

Following a detailed value proposition review based on market and member research, Halmyre identified digital strategy pillars critical for the future of OFAH. Using those pillars, Halmyre:

- Developed a holistic change-management plan;
- Mapped detailed business requirements and customer journeys;
- Recommended changes in member experience design, digital strategy, technology platform, and capacity support;
- Included a robust RFP process to support the selection and implementation of two significant digital platforms;

- Designed a digital ecosystem that supports member insights, preferences, and complete member self-management; and
- Supported the OFAH staff team with project management and implementation expertise.

Outcome

OFAH's digital transformation, by the numbers:

- 15+ websites streamlined into two websites in one year
- One new association management system
- One new donation management system
- Five newly integrated technology platforms (previously siloed)
- Five years: the timeframe to double market awareness

OFAH's Digital Ecosystem

