

# Extend Your Reach With an Association Management Company

By Molly Lopez, CAE

**W**hen you ask staff or volunteer leaders in the association industry how they are doing, you hear, “Busy! It feels like there aren’t enough hours in the day. The economy may force us to reduce several of our in-house staff; how do we get the work done with less staff?” These statements are real, but are they based on facts or perception? And are there solutions available if you know where to find them?

The articles within this *Guide to Association Management Companies* offer insight into ways associations may extend their reach by outsourcing or partnering with association management companies.

AMCs provide custom, scalable management and service solutions for associations, professional societies, and nonprofit organizations. AMCs offer industry-leading expertise, services, and resources necessary to weather today’s difficult economic climate and to build for the future. At least 500 AMCs exist worldwide, representing more than 7,600 associations, professional societies, and nonprofit organizations with more than three million members. Approximately 150 AMCs are members of the AMC Institute, and approximately one third of AMC Institute member firms are accredited.

AMC services may include long-term or contained project services, ranging anywhere from strategic planning, board leadership, and committee support to membership services, financial management, and government affairs. AMCs are ready to help nonprofits succeed.

Regardless of your association’s model, when the staff or volunteer team and their board of directors explore outsourcing or partnering with an AMC, they find opportunities to expand their resources and do more for their association.

Do you or your board members ever ask, “Is our association as effective as it could

be? Are we focusing our resources in the right areas? Collaborating with an AMC may provide the solutions you seek. AMCs can serve in a number of roles.

**Valuable partners.** AMCs, alongside staff- and volunteer-driven associations, can provide experience, collaboration, and strategic direction.

**Knowledge sharing.** AMCs have an advantage of leading and managing many different organizations and can share their experience and creative ideas with association clients.



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**Fewer human-resources concerns.**

With the AMC model, the AMC becomes the employer, which reduces the time an association spends on HR issues.

**Outsourcing solutions.** An AMC can be an option for outsourcing when the economy forces associations to reduce in-house staff. An AMC can also work as an outsourcing solution to prevent staff and volunteer burnout and to shift responsibilities from general staff.

**Buying power.** AMCs can leverage their volume of business with hotels, printers, and other suppliers to lower costs for associations that hire them.

**Efficiency creation.** AMCs offer more staff to provide member services and office coverage than single-staff or small-staff organizations are capable of. In addition, they can help ease the transition process when it comes to both boards and staff.

**Vast experience.** AMCs have years of experience in different kinds of roles, maintain best practices, and strive to

achieve both industry accreditation and individual professional certifications. They may also specialize in niche association industries and have an increased knowledge base.

In this guide, you will find articles that touch on these roles. We hope the articles open your eyes to a new way of thinking about how an AMC may be able to help your association, whether that comes from full-service or partial-service management. To find solutions and more information about AMCs beyond this guide, visit [www.asaecenter.org/staffing](http://www.asaecenter.org/staffing) or [www.amcinstitute.org](http://www.amcinstitute.org).

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