

## **Association Management Company Leaders Identify and Respond to Top Association Goals, Growth Strategies in 2010**

According to a recent survey issued by AMC Institute, the trade association representing the Association Management Company (AMC) industry, AMC leaders identified membership development as a top priority in 2010, with more than 85 percent of respondents strategizing ways for their association clients to recruit and retain members this year. From membership to marketing and communications, strategic planning and more, AMCs provide senior leadership, staff specialization and targeted solutions to help associations maximize resources and stay competitive in a tough climate.

“AMC-managed associations are moving forward even in difficult economic times, with a focus on growing their organizations, building an engaged community of members and volunteer leaders, and introducing value-added programming and products to advance their mission,” said John Dee, President of AMC Institute. “By design, the AMC model provides scalable services and shared resources to help associations manage the new economy and plan for the future.”

AMCs are a vast resource for association and nonprofit volunteer leaders and staff, providing a range of specialized consulting services that can be tapped as needed. AMCs can also serve as association headquarters, managing daily operations and oversight of the association.

In the survey, AMC leaders reported these principal areas of focus for the associations they represent.

1.) Strategizing ways to recruit and retain members.

(More than 85 percent of respondents are focused on membership development for their association clients in 2010, drawing on specific expertise and proven practices to grow numbers.)

2.) Developing new products and non-dues revenue streams.

(According to 67 percent of responding AMCs, they're prioritizing time toward revenue-generating activities and helping associations look outside of membership for financial support in 2010, with new product development as a means of bringing in additional funding.)

3.) Exploring the use of social networking to communicate with membership.

(Tied to the growing presence of online media, 63 percent of AMC respondents are turning to social media for enhanced association communications.)

4.) Advancing mission critical initiatives during tough economic times.

(With years of experience in a nonprofit environment, AMCs lend strategic focus and an objective, third-party assessment. About 60 percent of responding AMCs are intently working with their association clients to move the organization forward through strategic, core programming.)

5.) Enhancing efforts to engage board members.

(Nearly 40 percent of AMCs reported making extra strides to involve and engage their associations' board members/volunteer leaders.)

Note: Seventy-nine AMC professionals from 66 different AMCs responded to the multiple choice survey questions. Respondents were given a list of 10 answer options and selected all that applied to their clients.

About Association Management Companies (AMCs): AMCs are professional service firms that provide leadership in association management and other specialized association services through experienced staff, proven practices and shared resources. Services include executive, administrative and financial management; strategic planning; membership development; public affairs and lobbying support; education and professional development; statistical research; meetings management; and marketing and communication services. In the past 20 years, the AMC industry has grown by 150 percent. Based on recent industry surveys, there appear to be at least 500 AMCs worldwide, representing 7,600-plus associations and nonprofit organizations. For more information visit the AMC Institute at [www.aml.org](http://www.aml.org).

*About Association Management, Ltd. (AML): AML has managed the business of associations since 1976. AML is an active member of the AMC Institute. AML is the only AMC Institute Accredited Association Management Company in Iowa and one of 50+ internationally accredited AMCs worldwide. For more information, visit [www.aml.org](http://www.aml.org) or email Molly Lopez, CAE at [associationmanagement@aml.org](mailto:associationmanagement@aml.org).*

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