



AMS: The Perfect Partner for AMCs

Association Management Companies face great challenges when partnering with associations.

According to the American Society of Association Executives' "Best Professional Practices for AMCs" guidelines, AMCs need to maintain high professional standards for volunteer and staff leadership, contractual arrangements, financial management, office environment and technology systems — not to mention the day-to-day operations to keep everything running smoothly!

It's no small task. That's why we've put together this short guide to talk about how you can streamline one of those areas of responsibility — technology. Read on to uncover how partnering with the right Association Management System can:

- **Ease administrative overhead**
- **Save money on technology costs**
- **Provide you with necessary support at no additional cost**
- **Make you look great to your client organizations**

Managing multiple associations increases administrative overhead

There's no way around it — when you're dealing with multiple associations, you're potentially setting yourself up for an administrative nightmare.

Keeping clients' files and intellectual property segregated from one another is a huge task. If you have to deal with paper forms or records, that task suddenly becomes exponentially more difficult as you have to file and store those documents in an orderly fashion. Even if you're dealing with electronic records, you have to be able to keep those files and systems separate so that the data doesn't become compromised and you can easily access it.

Here's where the power of an association management system pays off. By partnering with an AMS, your AMC gains access to a tool that can automatically segregate clients into different accounts, eliminate the need for paper, keep your data secure and take away the pain of those manual administrative chores.

One example of how this can work comes from SBI Association Management, an AMC that has transitioned over 20 associations onto the MemberClicks AMS platform. "It's important that we can go into any client's software for customer service, email blasts, membership management, website management, registration forms, committee management... everything" says SBI Director of Business Development Lindsay Jennings. "Over the last seven years almost all of our clients have moved to MemberClicks for more efficient, streamlined services."

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Technology doesn't have to cost an arm and a leg

One of the concerns your AMC may have about investigating an AMS is the potential cost. Software can be expensive. So let's consider the costs associated with a technology solution:

- 1. Initial Setup Costs**
- 2. Ongoing Fees**
- 3. Time and effort that training and implementing a new solution can incur**
- 4. Regular maintenance and updates**

The right AMS can help defray those costs and provide an experience tailored for the needs of AMCs. Since AMCs are likely to bring multiple accounts to the AMS platform, you can expect heavily discounted setup and service fees to make it easier to bring additional clients on board.

When working with one technology provider, the efforts of training and implementing a solution shrink drastically as your staff only has to learn the system once. And since an AMS is hosted in the cloud, you'll never have to worry about keeping your software up-to-date or secure — your AMS provider will handle all those details for you.

Get help when you need it

One of the largest cost savings from partnering with an AMS comes in the form of the training and implementation experience provided to the AMC.

Since the AMC staff manages the account, your AMS should provide a comprehensive onboarding experience to make sure that you fully understand the software. Each setup should be tailored to the specific needs of your client associations. And beyond that, your AMS should provide you with thorough support in the form of a dedicated help team that is just a phone call away and able to address any needs that may arise.

Having one number to call for help requests has made a huge difference for SBI Association Management. “Using MemberClicks has improved the efficiency of our staff so we’re able to train new staff members and know one system through and through,” says Lindsay. SBI is able to identify best practices and efficient ways to best utilize MemberClicks tools, then share that knowledge with the rest of the staff and their clients. “Working with MemberClicks has been a fabulous partnership because there has been a lot of reciprocal help. We recommend MemberClicks to nearly all of our clients, and it’s easy to train our people on the software. The help team is awesome.”

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Look like a rockstar

Clients come to you because you're the expert on managing associations, and that's the main reason why you should partner with an AMS.

An AMS is going to be an expert in association technology. Having worked with thousands of different associations, they'll know the best practices for using technology and be able to pass those along to you. By partnering with them, you can then pass that expertise along to your client associations.

The right AMS can ease the painful but necessary tasks that distract you from doing what you do best — managing your clients. By streamlining your technology needs, cutting administrative overhead and saving you money in the process, an AMS frees up the necessary resources to let your AMC operate smoothly.

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Want to learn more about how the MemberClicks AMS can work for your association management company?

Give us a call at **1.800.914.2441** or visit **memberclicks.com/amc** to learn more.

We'd love to hear from you!

More about MemberClicks

MemberClicks offers all the tools that membership organizations need to make the most of the web. From online databases and event registrations to custom-designed websites and member communities, our products are tailor-made for small-staff organizations.

For more information:

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