



AMCI Strategic Plan 2026

Mission: Advancing the association community by serving the business interests of the member AMCs.

Vision: The AMC model is the proven solution of choice for strengthening and growing the world's association and nonprofit community.

	Market Development	Community Engagement & Professional Development	Gold Standard of Association Management	Industry Partners
Goal	Achieve 50% of associations in our target size managed by an AMC.	AMC owners and staff consider AMCI as their home for community engagement and AMC business-related professional development.	The majority of associations managed by AMC's validate that our model is the gold standard.	Increase knowledge of the AMC model and its value to industry partners to broaden our reach in the association community.
Objectives	• Grow awareness and market share of associations staffed or served by AMCs. • Enhance the messaging, digital presence and awareness of the differentiating value of the AMC model to key personas.	• AMCs are the career path of choice for association professionals. • AMC owners and staff look to AMCI for AMC-focused education and recognition, that they cannot get anywhere else. • Develop resources and create networking opportunities to assist AMCs to grow their business.	• Develop procedures to enforce adherence to basic performance criteria as a condition of AMCI membership. • Leverage the AMCI accreditation standard to increase the quality of AMC performance.	• Educate industry partners on the AMC model so that they become champions and more closely engaged with AMCI. • Leverage the value of the AMC model to create mutually beneficial partnerships for both industry partners and AMCs. • Communicate benefits of industry partnerships to ALL AMC members.