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Survey Reveals More Organizations Turning to AMCs AMC Connection, December 2009

By: *Steve Drake*

According to a recent AMC Institute survey of member AMCs, more associations and nonprofits are turning to AMCs for management expertise, finding added value in the flexibility of the AMC model. Demand for management services is up in 2009, client bases are expanding, and as a result, AMCs are growing and hiring. Read more about the success of AMCs, even during a rocky economy.

On behalf of AMC Institute, I'm happy to report good news at the close of a challenging year: AMC-managed associations are thriving, even in difficult economic times. According to a recent AMC Institute survey of member AMCs, more associations and nonprofits are turning to AMCs for management expertise, finding added value in the flexibility of the AMC model. Demand for management services is up in 2009, client bases are expanding, and as a result, AMCs are growing and hiring.

In summer 2009, AMC Institute surveyed its members to gauge demand for services in the tightening economy. Respondents to the survey totaled to 74 AMC Institute-member AMCs, representing more than 650 associations and nonprofit organizations. Here are the highlights.

More New Business Leads

According to the survey, 50 percent of Association Management Companies saw an increase in Requests for Proposals (RFPs) in the first half of 2009. As of summer 2009, an additional 23 percent were on pace for RFPs, as compared to the second half of 2008.

More Clients

With the jump in RFPs comes a growing client base. Rounding out the year, approximately two thirds of responding AMCs anticipate a greater number of clients in 2009 versus 2008.

More Programs and Services

While a growing number of associations are contracting management services in response to economic challenges, existing AMC-managed associations are expanding their reach and adding programs and services. Nearly 45 percent of AMCs expect to see—or have already seen—an increased level of activity with existing clients in 2009 compared to 2008.

Staffing Up

In an economy rampant with layoffs and furloughs, one third of AMCs added staff in the first half of the year

(not including replacing existing staff). Among those AMCs that are hiring in 2009, 50 percent say it's to staff new clients; another 25 percent are adding professionals to serve new clients and staff increased activities of current clients.

These encouraging survey results can be attributed to the design and expertise of the AMC model. Now more than ever, scalable service paired with senior leadership helps associations manage day-to-day activities and plan for the future, while being mindful of their ROI. Of note, AMC Institute has seen a significant growth in outsourcing of specific services in 2009, from strategic planning and membership development to communications and advocacy, and expects expanded outsourcing opportunities for AMCs in the next six months to a year.

For more industry trend reports and surveys, plus association management best practices, visit the new www.AMCInstitute.org.

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