



What Are AMCs?

Association Management Companies (AMCs) provide the people, systems, and expertise associations need to operate effectively. From day-to-day operations to strategic guidance, AMCs allow associations to stay focused on their mission and members. Whether through full-service management or project-based support, AMCs tailor their services to meet each client's unique goals. The model works for associations of all sizes.

UNLOCK THE POWER OF ASSOCIATION MANAGEMENT COMPANIES (AMCS)

What do AMCs do?

AMCs deliver customized services based on each association's needs—ranging from comprehensive management to targeted support.

Common services include:

- Membership Management
- Marketing & Communications
- Risk Management
- Policy Development
- Events & Meeting Planning
- HR Support
- Strategic Planning
- Procurement
- Financial Management & Accounting

The Results Speak for Themselves

- Associations managed by AMCs experience 58% higher growth compared to those that don't partner with an AMC.
- The community of associations moving to the AMC model grew by 18% during the pandemic, underscoring their resilience and value.

By advising associations about the managed model, you'll empower associations to grow and thrive—while reinforcing your value as a trusted advisor.

The AMC Institute: Your Partner in Association Success

The AMC Institute (AMCI) is a nonprofit trade association representing nearly 200 association management companies (AMCs). These companies provide full-service management and outsourcing solutions to over 3,000 associations, serving 3 million members globally and generating \$1.9 billion in revenue.

AMCI offers valuable resources to help associations understand and benefit from the AMC model, including:

- Clear explanations of how the AMC model works and its advantages
- Access to vetted AMCs that match your organization's needs
- Data and success stories that demonstrate the model's effectiveness
- A simple, guided process for issuing RFPs and selecting the right AMC partner

How can an AMC help your clients?

As a trusted advisor, you know the common challenges associations face—financial oversight, legal compliance, technology modernization, leadership transitions, brand relevance, and member engagement. When a client is struggling or simply looking to grow and finding it hard to move forward, introducing them to the AMC model can make a real difference. It not only helps the association thrive—it can also deepen your value as a strategic partner