



Misc. Services that Might Be Outsourced to an AMC

This list was compiled from the various web sites and handout from five Association Management Companies, including the three we have reached out to. - KP

Membership Recruitment, Retention, and Engagement

- Answer Inquiries
- Attract, Retain, And Engage Members
- Domestic and International Chapter Development
- Dues and Accounts Receivable
- Lapsed Members Studies/Analytics
- Member Needs Assessment Surveys
- Member Retention
- Membership Development Programs
- Membership Surveys and Focus Groups ?

Financial Services

- Accounts Receivable and Payable
- Audit and Tax Coordination
- Budgeting and Forecasting
- Business Plans
- Contracts
- Credit Card Processing
- Economic Studies
- Financial Statements
- Foundations
- Fundraising
- Grants



- Income and Expense Analysis
- Investment Advisor Coordination
- Joint Ventures Analysis
- Sponsorships

Governance and Board Support

- Committee Support
- Compensation and Benefits Management ???
- Compliance with Labor and Employment Laws ?
- Strategic Planning
- Training and Professional Development
- Employee Handbook Development and Review
- Meeting Logistics
- Policy Development
- Staffing Configuration Analysis
- Strategic Board Support
- Volunteer Orientation

Technology Solutions

- Database and List Management
- Disaster Recovery
- Electronic Libraries
- Interactive Media and Technology Support for Education
- Mobile Apps ?
- Search Engine Optimization ?
- Video on Demand ?
- Web Analytics ?
- Web Services ?



Marketing, Communications, and Publication Services

- Advertising
- Blogs
- Branding
- Content Marketing
- Eblasts
- Editing and Writing
- Graphic Design
- Journals
- Marketing Plans
- Newsletters
- Public Relations
- Publications
- Social Media

Government Relations

- Build Coalitions
- Build Relationships
- Develop Position Statements
- Work with Lobbyists
- Member Advocacy Training
- Monitor, Analyze, and Report Issues

Not needed at this time:

Meeting Planning and Management

- Contract Negotiations
- Event Marketing
- Exhibit Sales



- Financial Management
- Meeting Materials
- Menu Selection
- Mobile Apps
- Onsite Management
- Permits and Insurance
- Program Development
- Public Relations
- Publications
- Registration and Attendee Services
- Site Selection
- Speaker Solicitation and Management
- Sponsorship Sales
- Vendor Management
- VIP Concierge Services

Educational and Accreditation Services

- Abstract Management
- Certification Program Development and Management
- Content Development
- Interactive Media and Technology Support
- Live Program Management
- Materials Management
- Program Development
- Speaker Management
- Webinars