

75 WAYS TO WORK WITH AN ASSOCIATION MANAGEMENT COMPANY (AMC)

Business today is evolving fast and placing extreme demands on trade associations, professional societies and nonprofits. Many ask, “Should we outsource our accounting, information technology or marketing functions?” The real question is more challenging: “Why do we still have accounting, IT, or marketing employees?” How do organizations use outsourced services to facilitate new revenue-driving initiatives, improve productivity, and focus resources on their core competencies to achieve success?

Why Outsource?

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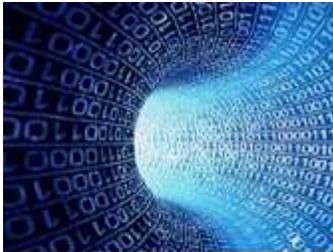
Accounting | Bookkeeping | Financial Management



1. Need to pay your bills? Scan or mail them to your AMC, or authorize your AMC to set up automatic bill-pay and your bills are all paid on time automatically. Your AMC tracks your cash-flow and notifies you in advance when transfers must be made to cover bill payment. Your AMC can prepare payments and enter them into QuickBooks online so you can view your organization's information at your convenience from your own computer or mobile device.
2. Need to keep track of payables and receivables? As bills are paid, your AMC enters or downloads transactions into QuickBooks, reconciles bank statements, enters credit card transactions, prepares invoices, makes and/or enters deposits, and prepares end of month reports.
3. Need to invoice your members or clients? Your AMC tracks your point of sale, inventory or billable hours with cloud-based QuickBooks software and bills regularly or prepares and mails invoices per your e-mail instructions.
4. Need periodic subscriptions or dues renewed? Your AMC prepares invoices, mails them according to schedule with appropriate follow-up reminders, receives payments, and deposits them into your account. All transactions are recorded in QuickBooks and sent to you via e-mail or kept on the web for you to view.
5. Need to collect past due account receivables? Your AMC mails past due notices and follows up via telephone to collect.
6. Prefer to pay your own bills but need monthly bank reconciliation? Provide password or mail or scan and e-mail your AMC a copy of your check register and bank statement. Your AMC enters data into QuickBooks and reconciles account

and e-mails you an accounting report or you view on secure site on the web. If you prefer to make your own payments but need reminders to pay in a timely manner, your AMC reminds you by text, e-mail or telephone before due dates arrive.

Database Management & Data Processing



Data Management

7. Need to organize business cards you have collected? Scan or mail your AMC copies of the business cards you've gathered during the month. Your AMC enters information into Salesforce, Zoho or prepares CSV file to import into your contact database,
8. Need to "stay in touch" with your stakeholders? Your AMC will use Salesforce or your CRM (customer relationship management) database or your Excel spreadsheet, create graphics, write copy, and run mail-merge to produce newsletters, follow-up letters, postcards or email templates for your members, distributors, prospects or clients. With your scanned signature and approval, your AMC will send out broadcasts and monitor marketing follow-up program, sending pre-determined marketing pieces on schedule. Weekly data is logged in a web database so you have a record of transactions or sent to you via e-mail. Contacts respond directly to you.
9. Need to verify your contacts, some of whom have missing contact information? We telephone each contact, verify spelling, title and address, obtain missing information, make corrections, and update Salesforce, your CRM database, or return corrected Excel list to you via e-mail attachment.
10. Need to change database software? We convert your existing data, migrate it for you or walk you through installing and learning how to use your new software.

Electronic Newsletters and E-Zines

11. Want to publish a quarterly newsletter or online e-zine? Provide content to your AMC and your AMC will create articles and graphics, design and prepare newsletters and distribute to your mailing list using media of your choice.
12. Need to manage your e-mail opt-out program? Your AMC manages requests to subscribe, unsubscribe or delete bounced messages, updates e-mail database, adding subscriptions, deleting those who unsubscribe, and posting announcements to list.
13. Want to increase the number of subscribers to your electronic newsletter? Your AMC will list your newsletter with a variety of online directories, contact other subject-related list owners to inquire about mutual cross-promotion, and follow up to make sure listings are accurate.

Event Planning



14. Want to run podcasts, teleseminars or webcasts? Your AMC will set up seminars, coordinate speakers, and do technical run-throughs with you and other presenters. During events, your AMC will monitor and troubleshoot any issues that may come up and record and arrange to share your teleseminars on social and mobile platforms.
15. Need a venue for your next conference, seminar or event? Your AMC will research venues and contact to determine availability, size, and specifics, obtain written quotes, compile comparisons, and report findings to you. Your AMC will keep in touch with speakers and send out announcements about the event, keeping track of who has and hasn't responded and send out reminders. Your AMC will arrange for someone to be there to greet and register your attendees

and confirm that the necessary equipment (projectors, screens, recorders, refreshments, amenities) are available at the event. During the event, your AMC will stay in touch with you and the venue staff to make sure all is going smoothly.

Graphical Presentation



Design Services

16. Need a PowerPoint or Prezi presentation for a seminar? Scan sketches of your diagrams and charts along with the outline of your speech and your AMC will prepare slide deck and send the file to you via email or upload them to secure web site.
17. Need an Infographic for your social media campaign? Scan diagrams and charts and outline of your message and your AMC will design and create an infographic. With approval and your passwords, your AMC will post to appropriate social media sites.

Internet Marketing, Social Media



Social Media

18. Need to promote your organization on Google Plus, Facebook, Twitter, Pinterest or LinkedIn? Your AMC will do research to determine where your potential

stakeholders congregate online and find industry-related groups and organizations you can join. Your AMC helps you brainstorm questions you can answer on these sites to establish you as an expert in your field.

19. Need to build your visibility online? Your AMC will follow websites and blogs that pertain to your industry and suggest updates and posts you can use to build your brand and online visibility. Send your AMC your notes or articles on tips, trends, or ideas about your industry. Your AMC will edit short, to-the-point segments and post them to your social media sites and submit them to appropriate electronic newsletters, e-zines, and blogs.
20. Need to create a personalized presence in the world of social media without spending too much time doing it? Your AMC will set up a social networking and micro-blogging web service that enables you to preschedule and post to multiple social networks simultaneously.
21. Need a Facebook, Google Plus or LinkedIn business page? Your AMC will create a business page, with an attractive design and your logo, providing a professional platform from which you can send out relevant posts. Your AMC will send personalized invitations to your stakeholders asking them to “Like” your Facebook business page.
22. Need to know if anybody is paying attention to your social media posts? Your AMC will research social media data to determine who your audience is and what it is they are interested in reading about you.

Marketing Support



Growth Marketing

23. Need a marketing strategy or plan? Your AMC will help you write and implement a marketing plan with advertising budget, submit ads by deadline, track

expiration dates, coordinate payment, and handle correspondence with advertising vendors, continually updating advertising reports and/or advertising budget reports for your review.

24. Want to promote your organization in the press? Your AMC will write and submit press releases to local, national, and/or international media.
25. Want to run a direct mail campaign? Your AMC will design postcards or flyers and with your approval mail them. Your AMC can fulfill requests by mailing your catalog book or other marketing offer upon receipt of request, updating your database with name, address, date and type of brochure requested.
26. Want to monitor customer satisfaction? Your AMC will create customer feedback questionnaires, distribute to customers, receive responses, summarize data and issue you reports.
27. Want a pre-seminar questionnaire from participants? Email or upload to a secure cloud site a scanned list of questions and provide your list of participants. Your AMC will create and format the questionnaire; call each participant to obtain e-mail addresses if needed; e-mail the questionnaire; track each completed survey, call those who did not respond in a timely manner; and summarize the responses in a report.

Mail, E-mail Services

28. Need to stay on top of snail mail correspondence when you travel? Forward mail to your AMC's post office box. Your AMC will retrieve and review mail and fax or overnight urgent items to your hotel, respond to routine matters, and forward non-urgent items to your office. To save on postage, some items may be scanned and delivered via e-mail. Never miss a government deadline again!
29. Need fulfillment for your marketing offers, books, CDs, etc.? Your AMC will collect order information directly from your website, package and ship your materials.
30. Need to keep up with your volume of e-mail without missing important messages? Your AMC will set up a general e-mail account such as info@myassociation.com, retrieve e-mail daily, sort, respond to routine requests, and forward only items of importance to your personal e-mail account.

31. Need to stay on top of e-mail when you are on vacation? Your AMC will set up an e-mail auto reply notifying senders that you are out of the office and instruct them to contact your AMC if it is urgent. Your AMC will handle routine requests and contact you with truly urgent messages.

Personnel & Human Resources



Payroll

32. Need to hire an employee? Your AMC will write help-wanted advertisement, place ads, receive and review resumes, conduct initial screening phone interviews, narrow selection to three individuals, and schedule an interview with you. E-mail employment applications to your AMC to verify past employment, call references, and report findings to you.
33. Need to onboard a new employee? When a new employee is due to arrive, your AMC will prepare and send a welcome package.
34. Need reminders to provide annual performance reviews for your staff? Your AMC will track dates and send you reminders.
35. Need assistance with payroll requirements? Your AMC will verify that all payroll requirements have been met, appropriate taxes paid and forms filed.
36. Want to make a career change? Your AMC will prepare or update your resume and cover letter for you, research job openings, and submit resumes to potential employers, tailoring each to specific employers and positions. After each interview, your AMC will promptly mail out a thank-you note and follow-up letter to potential employer.

Project Management



Project Management

37. Need to keep a variety of subcontractors, employees, or team members on task? Your AMC will keep things running smoothly by regularly communicating with everyone via online calendars and scheduling tools, e-mails, and phone calls to make sure everyone is meeting their deadlines. Your AMC will report back to you by e-mail or via the cloud.

Purchasing & Supply Procurement

38. Need to set up lines of credit with your suppliers? Your AMC will work with your vendors to set up lines of credit and monitor credit information to keep it current and accurate.
39. Need regular deliveries or supplies? On pre-specified basis and based on a list of office supplies you use on a regular basis, your AMC will set up regular orders and have supplies delivered to you. You can modify order levels at any time.
40. Want to never run out of critical supplies again? Your AMC will work with you to set up a simple inventory control system that prevents shortages.
41. Need to purchase new software, office equipment, or specialized products? Based on your specifications, your AMC will research makes, models and versions, contact several vendors obtain pricing information, confirm that your requirements are met, and report findings to you. With credit card authorization, your AMC will complete purchase on your behalf. If needed, your AMC will make arrangements for on-site installation and confirm dates/times and any required accessibility information.

Real Estate Associations



Real Estate

42. Need an advantage for listing appointments? Want to emphasize to sellers that your members are organized, professional, and committed to their needs? Your AMC will prepare pre-listing/pre-sale package, including resumes of past sales, client testimonials, pricing advice, selling timeline and staging, along with other frequently asked questions. You send your AMC the prospective seller's contact info and your AMC will print and send out package, minimizing the duration of appointments and allowing your members to focus on sales.
43. Need to decrease time spent scheduling showings and reporting to clients? Your AMC will keep in touch with clients and do scheduling for your members, using an online calendar they can access from their mobile, tablet or laptop devices.
44. Need a flyer designed for your newest listing? E-mail your AMC property descriptions and photos. Skilled in real-estate specific programs, your AMC will enhance photos and write text to put listings in the best possible light, and e-mail flyer to your member's list of buyers and interested agents.
45. Need to spend less time entering new listings, changes to current listings, price reductions, etc.? Your AMC will enter them into your MLS and e-mail your members' potential clients about updates.
46. Need an edge over other real estate professionals who don't yet provide virtual tours of their properties? Your AMC will arrange virtual visual tours of your members' homes for sale or create dynamic web commercials using members' still photos.

Marketing Support



Presentations

47. Need to show an attractive presentation to your potential sponsors? Your AMC is skilled in using multimedia software to create presentations that you can show from tablets, laptops or mobile devices.
48. Want to thank those who have referred you members and make sure your name stays at the top of their minds? Your AMC will create attractive thank-you notes and birthday cards and send them out on your behalf, as well as help you choose and send custom closing gifts.

Market Research



Research

49. Need to target your online presence? Your AMC will research where your potential stakeholders congregate online and industry-related groups and organizations for you to join. Your AMC will help you brainstorm questions you can answer online to establish you as an expert in your field.
50. Want to find out what your competition is doing? Your AMC will set up tracking systems to determine what is going on with your competition and to monitor what other people are saying about you.
51. Want to sell e-books and seminars? Your AMC will research a target industry, prepare list of target companies, call to identify contact individuals, then prepare

and mail introductory material. After specified time, your AMC will call to verify information has been received and to attempt to schedule a sales call.

52. Need to duplicate CDs? Your AMC will call several vendors and obtain written quotes. Upon approval, your AMC will send original CD to vendor, design and print labels, receive completed order, attach labels and send package to you or designated customers.
53. Interested in who your competition is and what they're doing? Your AMC will search online and compile list of appropriate websites for you to view.
54. Want to increase your advertising? Your AMC will contact possible advertising resources from Internet, radio, magazines, periodicals, newspapers, etc. and acquire information on pricing, publishing dates, publishing deadlines, payment policies, etc. Information is compiled into report for you to review.

Secretarial and Telephone Services

55. Need to confirm weekly sales appointments? E-mail list to your AMC or share calendar online. Your AMC will confirm appointments, note who is confirmed and who must be rescheduled, and correct online calendar or send list back to you.
56. Need directions to a prospect's office that is in sketchy GPS territory? Your AMC will call, get directions, and e-mail them to you.
57. Need routine paperwork or online entries to be completed on a daily basis? Call, text or email information (e.g., sales call re-caps) to your AMC who will fill out forms or make entries into Salesforce, Zoho, or your CRM.
58. Need to organize stacks of random paper documents on your desk? Mail them in a big envelope to your AMC or scan them into an organizer to create a spreadsheet and your AMC will break them down into online file folders or physically labeled folders, create a master list, and send them back for you with a category list with expiration dates indicating when to destroy based on federal guidelines.
59. Want to make sure you have a backup of your computer or a special file offsite? Mail or e-mail it to your AMC for safekeeping. In the event of a disaster, your files are located off premises.

60. Need to travel frequently? Your AMC will coordinate your air travel, car rental, hotel reservations and loyalty programs.
61. Need to stay in touch while on vacation or out of the office? When you're unable to check your voice mail on a regular basis, use call forwarding feature to transfer calls to your AMC, or record on your voice mail that callers with urgent messages may contact your AMC. Your AMC answers calls, responds to routine requests, and contacts you with urgent messages. Or you check your voice mail yourself and answer some calls personally while assigning time-sensitive tasks to your AMC.

Transcription

62. Need a transcription of a telephone conversation, conference call, or tele-class? Record it and your AMC will transcribe it for you and your participants.
63. Need your digitally recorded dictated letters, memos or subject interviews transcribed? Your AMC will transcribe recordings, print letters on your stationery and mail them the following day, or e-mail you copies of verbatim interviews.

Website Design, Development, Maintenance

64. Need a web presence but can't justify spending thousands of dollars to use a high-end web design company? Your AMC is skilled in WordPress and will design, build, and maintain a professional website for you and save you time and money.
65. Need changes on your website? Your AMC will edit or upload new information to your WordPress website.
66. Want to be able to make simple text changes on your website when you add a new product, service, or announce a new event? Your AMC will create a website using WordPress, enabling you to make changes easily and quickly yourself.
67. Need to promote your website? Your AMC will perform keyword research, optimize your WordPress web pages for search engine traffic and submit URL, key words and descriptions to various online directories.

68. Want to improve your website traffic with related links? Your AMC will contact similar websites and request mutual link exchange.
69. Want your prospects and stakeholders to find your WordPress website – and keep coming back? Your AMC will use Search Engine Optimization (SEO) to get your WordPress site well positioned within search engines, make updates on a regular basis to keep your website from getting “stale,” and periodically check regularly for broken links or errors.
70. Need to monitor website traffic but don’t have time? Your AMC will monitor traffic reports and make recommendations for adjustments to improve traffic.
71. Want to provide training or coaching sessions or sell e-books or other publications? Your AMC will set up and maintain an online shopping cart to manage your e-commerce, including updating product information on your WordPress website, creating marketing campaigns, and tracking your inventory, orders, and customer retention.
72. Want to create videos and podcasts for your website? Your AMC will arrange for recording and uploading videos or audio files to your site.

Word Processing

73. Need to send a series of letters? Scan handwritten drafts or dictate to MPS or WAV file or over the phone to your AMC who will type letters, e-mail them to you for approval, print them on your stationery, and mail them.
74. Need a manual typed and published? Scan, e-mail or mail physical compilation of existing documents with notes and corrections to your AMC who will consolidate them, organize and type them and e-mail draft manual to you for approval. After approval, your AMC will print and publish and ship if desired.

Writing, Editing & Proofreading

75. Need to create marketing collateral for a brochure, website or manual? Your AMC will write copy, create graphics, design logos, edit, format, proofread drafts, and publish and distribute upon approval.



The missing piece in your operations

How can we help
you succeed?

Call today:
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