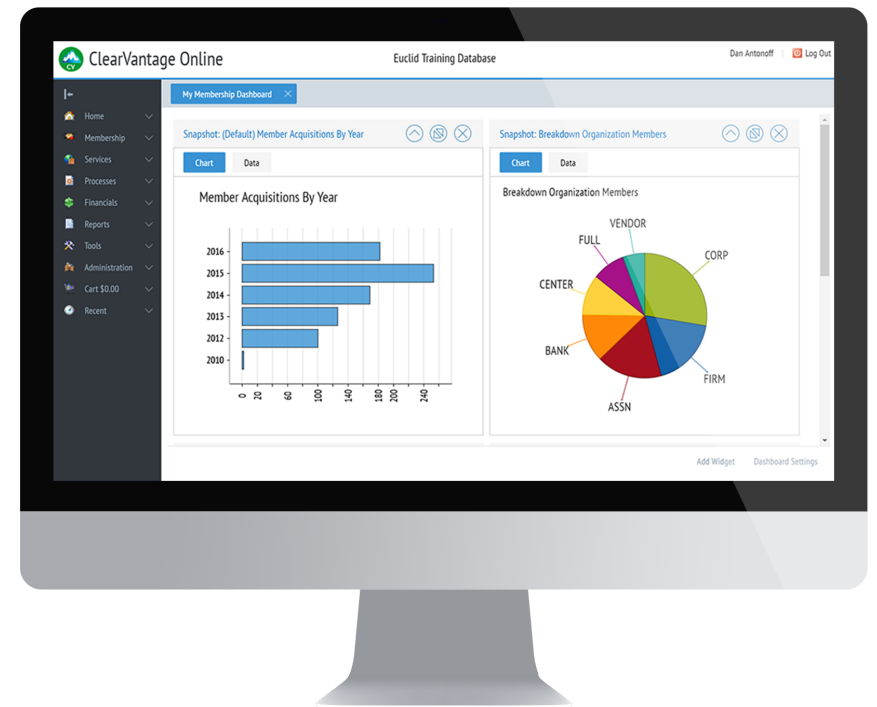


WHAT IS AN

AMMS?



HOW THE AMS CAME TO BE

Before the AMS came to be, many associations used spreadsheets or CRM (customer relationship management) tools to manage their association. Because these solutions didn't have the specific functionality that associations needed, many associations began to rely on third party apps to manage association-specific functionality (e.g., member relationship management) that dispersed their data in multiple locations. This led to issues with data management and made it hard for associations to streamline their processes and run operations efficiently.

What is an AMS?

Association Management Software (AMS) consolidates key association activities (e.g. membership, event management, donations, committees, etc.) into a single, integrated system. This allows associations to have a complete picture of their operations in one, easy-to-access location.

HOW CAN AN AMS HELP YOUR ASSOCIATION?

An AMS is a critical tool in growing membership and driving engagement. An effective AMS streamlines data management for associations. This eliminates the need to track information in multiple systems, and saves associations time and money.

WHAT ABOUT **CLOUD HOSTING?**

With today's more mobile workforce, many associations need an AMS solution that allows staff to complete work on-the-go. To accommodate this, many AMS vendors offer cloud hosting. With cloud hosting, your association's data is stored remotely in the cloud rather than on a local server. This allows staff to access the AMS from anywhere with an internet connection.

Listed to the right are some of the many benefits of cloud hosting.

SECURE ACCESS

Securely access your association data, anywhere with an internet connection

AUTO-UPDATES

Automatic software upgrades that are completed by the AMS vendor

LOWER COSTS

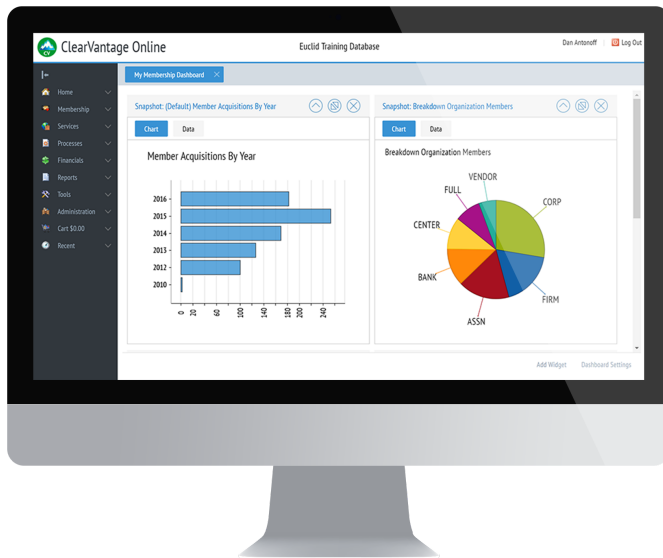
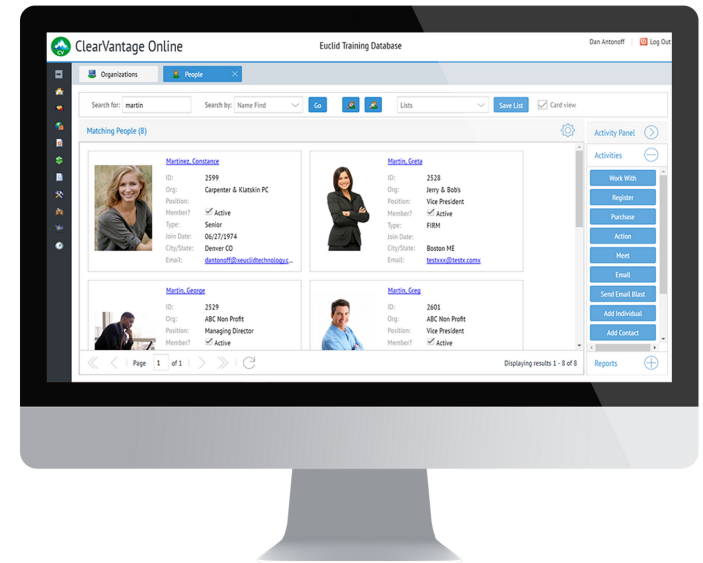
(Since the AMS vendor will be responsible for all upgrades, monitoring & maintenance).

WHAT ARE THE **KEY FEATURES?**

An AMS provides everything you need to manage your association. We've included a list of the most important features and functionalities across the next few pages.

MEMBERSHIP MANAGEMENT

A great AMS can help your association streamline data and drive member engagement. Many AMSes today can manage multiple membership categories, associated dues classifications and benefits. They can also integrate with your site to provide members-only content and resources.



BUSINESS INTEL & REPORTS

An AMS has powerful data & analytics tools that can help your association make strategic and informed decisions. Today, many AMSes have the capability to report on any field tracked in the system, from events to website data! For example, Euclid's ClearVantage AMS provides customizable dashboards for individual staff. Staff can personalize their own dashboard with reports that are most important to them. This helps staff easily track their progress and stay up-to-date on their progress.

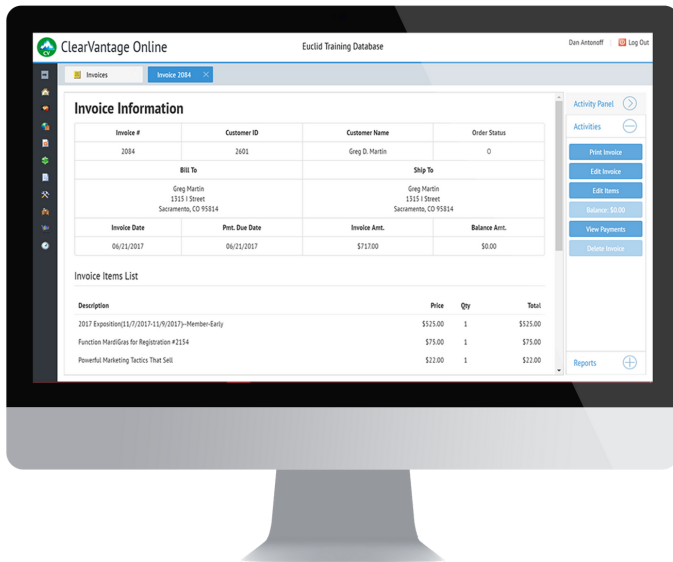
INTEGRATED WEBSITE

Your website is the public face of your organization and the primary way of delivering content to both your members and prospects. An AMS can fully integrate with your website, making it easy to set up specific areas for members or a targeted group of prospects. For example, many associations today use their websites to push personalized content to members and allow them manage their own membership processes, such as event registrations, dues renewals, payments and more.



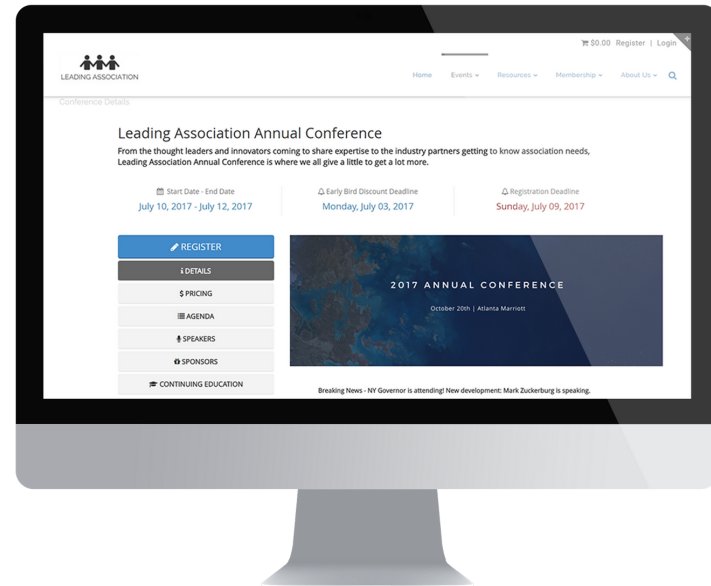
ACCOUNTING & FINANCIALS

An AMS integrated with accounting software (such as QuickBooks or Great Plains) to streamline financial management for associations and their members. An AMS acts as an accounts receivable by administering billing and payment information for all transactions recorded by members or staff online or in the system. By integrating your website and AMS, your members will be able to securely make payments online, access their full transaction history, print their invoices, and more.



EVENTS & EXHIBITS

An AMS can help your association streamline the event management process with features that include: online registration, online exhibitor floor plans, cancellations and refunds, discounts and promo codes and more. A great AMS will help make every event a success - whether it is an online webinar or annual conference!



READY TO

LEARN MORE?

An AMS has specific functionality that can help associations streamline operations, automate processes and free up time to focus on what's most important: their members.

If you're considering or already in the process of moving to an AMS or a new system, we'd be happy to talk to you about the specifics of our process and/or give you a free, online demo of our software.

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