

How Association Management Companies (AMCs) Save Their Clients Money

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In the world of associations, resources are often stretched thin. Many operate with limited budgets, tight staffing, and a small pool of volunteers. Achieving ambitious goals with modest means requires smart decision-making and, often, the expertise of an Association Management Company (AMC). Kassalen Meetings and Events, LLC, is a full-service AMC providing comprehensive association support to 18 professional associations. With over 28 years of experience, our 15-person team offers expertise, established relationships, and streamlined processes that help associations save money while achieving high-impact results. Here's how AMCs deliver both tangible cost savings and invaluable benefits to strengthen organizations.

1. Streamlined Operations and Reduced Overhead

Hiring an AMC eliminates the need for associations to maintain in-house staff, along with the associated overhead. Expenses such as payroll services and taxes, employee benefits, insurance, and HR functions are managed by the AMC. Associations gain access to a team of skilled professionals specializing in event management, marketing, finance, membership growth, and more. This flexible workforce model ensures associations pay only for the services they need, whether it's a few hours of support each week or comprehensive management.

2. Cost-Effective Technology and Tools

AMCs invest in and leverage advanced technology, making sophisticated tools accessible to associations without prohibitive costs. For example, Kassalen Meetings and Events, LLC utilizes database management platforms like Wild Apricot to integrate membership management, event registration, and website functionality into a single, cost-effective solution. AMCs also provide expertise in selecting tools tailored to the association's needs, reducing the risk of costly mistakes caused by trial-and-error decision-making by someone other than the end-user. By leveraging our experience, associations can avoid hidden fees or training expenses encountered with poorly chosen tools, ensuring a smooth and budget-friendly technological experience. At Kassalen Meetings and Events, our clients count on us to know the most cost-effective tools to handle day to day association operations.

3. Expert Negotiations and Vendor Savings

Kassalen Meetings and Events, an accredited third-party meeting planning company and recognized travel agent, brings extensive experience negotiating contracts with vendors such as venues, caterers, and audiovisual providers. Our accreditation and expertise ensures associations receive excellent rates and favorable terms. For example, we can secure discounts on room blocks, meeting spaces, and service fees, resulting in significant savings. Established vendor relationships further enhance these cost-saving opportunities.

4. Reduced Financial and Legal Risks

Managing the financial and legal responsibilities of a nonprofit requires specialized knowledge. AMCs reduce risks by ensuring compliance with tax regulations, filing deadlines, and nonprofit laws. By having Kassalen Meetings and Events maintain accurate records, oversee daily bookkeeping, and provide monthly financial reports using its in-house accounting department, we help associations maintain compliance of their nonprofit status and to avoid fines or penalties at the state and federal levels. Kassalen Meetings also works in collaboration with an independent tax accountant to prepare, review, and submit federally required filings such the Form 990 for our association clients. This proactive approach saves time, avoids unnecessary expenses, and keeps our association clients in compliance.

5. Efficient Financial Management and Budget Control

AMCs provide detailed financial reporting, budget reviews, and ongoing support throughout the year to ensure associations allocate resources effectively. Many AMCs, including Kassalen Meetings and Events, partner closely with association treasurers to foster transparency and collaboration. With this partnership approach, we help board members understand financial statements, analyze data, and make informed decisions, ensuring that funds are managed responsibly and effectively.

6. Strategic Sponsorship and Partnership Development

Sponsorships are a vital revenue stream for associations, and Kassalen Meetings and Events excels at building and maintaining these types of partnerships. With established relationships and a deep understanding of sponsor priorities, AMCs help associations secure lucrative sponsorship agreements. They also ensure continuity by maintaining comprehensive records and by preventing the loss of valuable contacts or agreements over time.

7. Optimized Event Planning and Execution

From webinars to international conferences, AMCs deliver high-quality event management that focuses on expert fiscal management. By consolidating logistics under one roof, Kassalen Meetings and Events eliminates the need for multiple vendors, saving time and money. On-site staffing provided by AMCs ensures smooth operations, addresses issues as they arise, and strengthens relationships with attendees and vendors. A lot happens during a conference and expert on-site support is crucial. Experienced staff will ensure that all issues are managed in the background efficiently and cost-effectively.

8. Increased Member Retention and Engagement

Member retention is critical to association revenue. AMCs like Kassalen Meetings and Events implement effective strategies to keep members engaged, including personalized outreach, regular communication, and tailored programming. A strong focus on continuity of customer service and member satisfaction leads to higher renewal rates, reduced recruitment costs, and greater leadership succession planning.

9. Relationship Building and Continuity

AMCs serve as a bridge between association leadership, members, and sponsors, fostering trust and goodwill. This relationship-building strengthens the organization while providing institutional knowledge and continuity, which is invaluable during leadership transitions which in many cases occur annually. AMCs help associations build on past successes without the need to “reinvent the wheel.”

10. Focus on Mission-Driven Activities

By managing operational tasks, AMCs free association leaders to focus on strategic initiatives and mission-driven goals. Delegating operational details to Kassalen Meetings and Events allows boards to engage in high-impact areas like advocacy and community outreach, ensuring their energy is directed toward meaningful strategic outcomes. A true partnership with an AMC allows board members to stay out of the weeds and allow the operational experts to work their magic to meet association goals.

11. Informed Decision-Making and Strategic Guidance

Kassalen Meetings and Events offers our clients valuable insights and guidance based on 28 years of experience working with non-profit organizations. Leveraging our expertise empowers associations to make better decisions, avoid costly mistakes, and achieve their goals more efficiently. A collaborative partnership with an AMC enables associations to benefit from expert advice while staying focused on their mission.

Association management companies are to be looked upon as valuable strategic allies and cost-saving partners dedicated to helping associations thrive. By reducing overhead, leveraging vendor relationships, and enabling mission-focused work, AMCs deliver unparalleled value. Partnering with an AMC allows associations to operate efficiently, grow sustainably, and serve their members more effectively. The result is an organization that achieves its mission while leaving a lasting impact in its community or industry.

Contact Kassalen Meetings and Events, LLC at 412-343-2235 or Beth@Kassalen.org for a free 30-minute consultation to see if we can help with your association’s operational and meeting planning needs.

