



7 WAYS TO HELP YOUR ASSOCIATION **THRIVE** IN 2021

2021 is going to be AWESOME – we are prepared!

In 2020, in the midst of a pandemic, volunteer leaders have been called upon to serve their organizations in ways they had never before dreamt of.

In 2021, we'll take with us the adaptability, resilience and responsiveness that we've learned and perfected, and use these skills to take our membership-based organizations to a whole new level.

Over the past year, perhaps we recognized opportunities for greatness; perhaps we've noticed foundational cracks. For certain, we are now fully equipped to re-imagine how our organizations are built, managed and led.

As an association management company, we at Management HQ (MHQ) have a bird's eye view into the inner workings of great associations. We are honored to serve as strategic partners, executive directors, headquarters teams, and professionals who run all business functions to help associations *thrive*.

We offer these 7 ways board leaders can get a fresh start for your association this new year.

7 WAYS TO HELP YOUR ASSOCIATION THRIVE IN 2021

- 1 Choose the Right Management Partner.** Association board members need to serve as visionary leaders, supported by a strategic, proactive management partner. We at MHQ take our role of running the business of your association very seriously. From custom selecting the right executive director for each client to providing operations and management support that you can count on, we fully enable your board to lead.
- 2 Commit to Diversity, Equity and Inclusion.** Many associations are working hard to stand on the side of social justice, to engage board leaders and members who reflect the communities they serve, and to simply remain relevant. MHQ is a leader in Diversity, Equity and Inclusion (DEI) work in the association industry. Our team includes experts with experience and advanced degrees in DEI, and we bring that expertise to our clients.
- 3 Take Action to Drive Growth.** MHQ brings best practices, systems, and processes that support your association's growth and expansion. We develop for each client a custom 1-year strategic plan, with supporting 90-day work plans to drive goals.
- 4 Ensure Accountability.** We at MHQ work in partnership with each client to understand your needs, clarify your expectations and develop a plan to deliver on your goals. Based on that plan, we determine 90-day goals and objectives that drive our daily work. We report regularly on these goals to your board of directors.
- 5 Live your Values.** The best partnerships drive accountability. We at MHQ are driven by our values of Compassion, Openness, Service and Integrity. They drive every decision we make: from the clients we welcome onboard to the team members we hire. Plus, 100% of our team members volunteer, giving us a deep understanding of the commitment that you make as a volunteer board leader.
- 6 Select the Right Structure.** According to [a 2020 study conducted by Valmont Research](#), when boards of directors choose the association management company (AMC) structure, their associations average total gross revenue growth of 90%. The AMC structure also lends stability to associations, allowing boards the freedom to focus on driving mission, not worry about managing staff.
- 7 Commit to Excellence.** Select an association management company partner that values excellence. We at MHQ have achieved the highest level of internationally-recognized accreditation available to our industry. The AMCI accreditation is earned by an estimated fewer than 10% of all association management companies. Our clients value this investment that shows our commitment to ethics, transparency and accountability.



We at MHQ serve associations that are determined to *thrive*. In fact, that is our mission.

Together we thrive.





WWW.MANAGEMENT-HQ.COM

(877) 834-5550

INFO@MANAGEMENT-HQ.COM