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AASLH

American Association
for State and Local History

Customer:

American Association for State and Local History (AASLH)

HQ Location

Nashville, TN

Website:

<http://www.aaslh.org>

Challenge:

Outdated systems inhibit organizational growth and efficiency

Solution:

Hosted Association Anywhere

Benefits:

- Lowers costs by eliminating manual data entry
- Strengthens member service through personalized communications
- Increases effectiveness of marketing programs through smart targeting

AASLH Breaks with the Past – Reduces Costs and Improves Member Service with Association Anywhere®

Overview

From its headquarters in Nashville, Tennessee, the American Association for State and Local History (AASLH) serves a membership of 6,500 individuals and institutions that are actively involved in interpreting and preserving state and local history. From small volunteer-led and managed organizations to the Smithsonian Institution and Colonial Williamsburg, AASLH provides members with the leadership, advocacy and support, so that they can continue making the past relevant and meaningful to American society.

Challenge

By the time AASLH decided it was time to consolidate back-office operations with new association management software (AMS), this organization with a staff of eight, was dependent upon 15 separate databases. Membership enrollment and renewals were manually entered into one system, conference registrations in another, fundraising tracked in another, and so on. To keep its member records straight, AASLH personnel would manually update records across all systems.

Since 1995, AASLH has implemented a series of ongoing strategic plans with initiatives aimed at transforming the organization and ensuring its long-term financial security. With so much of its staff time consumed with manual data entry and inefficient processes, there was a growing recognition that the organization's infrastructure was inhibiting its growth and continued success.

Solution

While attending a Digital Now conference, Terry Davis, president and CEO of AASLH participated in a demonstration of Association Anywhere®. Impressed with the software and its potential value for her organization, Davis launched an RFP for a new AMS so that AASLH management could evaluate competing offerings. After assessing product features, costs and the vendor reputation, AASLH selected Association Anywhere.

Case Study

AASLH licensed Association Anywhere as a hosted service, deploying many of the most popular product modules, including membership, finance, marketing, e-business and e-commerce. To enable member self service and commerce capabilities, ACGI integrated Association Anywhere with the AASLH Website and Peachtree accounting software.

Results

With Association Anywhere, AASLH now has a single, secure system for managing member data and association operations, dramatically increasing staff efficiency and productivity. For example, previously, all enrollments and renewals were handled manually. Today, over 60 percent of members enroll and renew online, dramatically reducing the time and effort required for updating member records. Furthermore, Association Anywhere automatically accounts for deferred income, streamlining the effort and cost of financial reporting - and boosting the accuracy of income recognition.

Likewise, to further streamline operations, AASLH now encourages members to register for conferences online - even offering a \$10 discount for members who self registered for its latest annual conference. Using the Association Anywhere Events module, online registration is easy to configure and manage. AASLH also uses the Events module for expediting onsite registrations at its events, allowing walk-in attendees to register and pay by credit card - eliminating the need for post-event billing and reconciliation with accounting and member records.

By streamlining operations, Association Anywhere gives AASLH staff the time and energy needed for tackling strategic initiatives, such as improving member marketing and communications. With Association Anywhere, AASLH managers can rapidly identify and communicate with members and customers based on their specific interests and interactions with the organization.

Over the course of a year, AASLH generates tens of thousands of emails promoting events, services, publications and other products. By personalizing and targeting these communications, AASLH has increased member participation in committees, fund raising and other activities, and driven sales of instructional materials.

“When AASLH implemented Association Anywhere, we left a very frustrating past behind,” said Gina Sawyer, membership and information manager, AASLH.

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Conclusion

By adopting Association Anywhere as a hosted service, AASLH can manage all aspects of its operations, without incurring the added cost and complexity of managing, maintaining and support premise-based software. With more time and energy to focus on strategic initiatives, AASLH is moving forward, greatly improving member service and extending its leadership in the field of state and local history.



About ACGI Software

ACGI Software is the trusted leader in Web-based association management software. Our flagship application, Association Anywhere, integrates with an association's Web site and business applications, automating administrative and financial operations, enhancing communication and reducing operating costs. It gives association executives the tools they need to engage members, empower staff and make insightful decisions. Founded in 1996, ACGI is based in Columbia, Maryland.

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