

# StarChapter - The Right System For AMCs And Their Chapters. A conversation With Logan Beszterda, AMC - Association Management Consultants, LLC



We regularly hear from Association Management Companies (AMC) about the combination – and the complexities – of the systems their association chapter clients use to manage websites, event registration, fundraising, communications, marketing and more.



They mention:

- systems that don't work well together
- the abundance of systems needed for routine tasks
- a lack of support and resources
- And much more.

At the top of the list of AMC challenges is the time their staff spend on administrative chores instead of developing and implementing strategies to help their association chapter clients meet their missions.

But it doesn't have to stay that way.

When association chapters implement an all-in-one Association Management Software (AMS) system like StarChapter instead of cobbling together multiple free and paid chapter management systems

–email programs, spreadsheets, paper etc. – everything becomes less of a headache for the AMC as much as the chapter. Everyone wins with the opportunities to cost-effectively automate, streamline and even eliminate association chapter processes.

To understand how using StarChapter (or another AMS association management system) can benefit the association chapter and the AMC that supports them, we spoke with Logan Beszterda, vice president of strategic development for AMC - Association Management Consultants, LLC (AMC). AMC has had great success with StarChapter; Logan shared some of those successes and a little of what goes on behind the scenes.

### **The benefits of StarChapter to both the chapter and their AMC**

AMC manages activities for professional 501(c) 3 and 501(c) 6 non-profit associations. This includes coordinating monthly meetings, educational programs, website maintenance, board meetings and large events like golf tournaments, galas and conferences. Logan has been a big proponent of using StarChapter to manage association chapters' daily operations since she was first introduced to it by of AMC's clients in 2010.

Today, approximately half of AMC's clients use StarChapter. It's a "big win for us," Logan says, "because everyone in our office knows how to use StarChapter, and it's been a game changer for all of our clients that are able to use a software system."

When AMC gets a new client, they often begin by evaluating the chapter's existing management platform. "If they're scotch taping [their systems]," she says, they suggest they consider moving to StarChapter. "For most," she explains, that shift is easy. It works and "it actually saves them money. This is a low-cost solution that's in their budget that gives them control over things."

"It was very clunky," Logan says, when talking about a client that had been using a free website but also needed Constant Contact for activities like emails and event registrations. With all the association chapter management systems they used, they weren't sure all their members were even getting their emails. Prior to moving to StarChapter, AMC couldn't update this client's website; they had to submit a request to the website owner to make the changes, which often took a few days. Another client was required to use their national organization's website platform but was able to switch to StarChapter for their association chapter event registration, saving time and eliminating the need to rely on separate databases for membership and registration.

We asked Logan about the training and the resources they use to get staff up-to-speed on StarChapter. “The system is pretty easy” Logan explains. “Once you know it, you’ll be good. The nice thing about having so many clients using StarChapter” she adds, is that it’s easy for new AMC hires to get hands on experience and get trained quickly. They often have new employees focus on one area – association chapter surveys for example – and work directly with clients using StarChapter in that area. “That’s really been the best way for us to train,” she explains. For additional clarification on specific topics, they’ll also refer to the StarChapter online knowledgebase.

When AMC staff need more StarChapter-related guidance, they typically reach out to others in their office; there’s a good chance someone understands what they’re trying to do. Next, they connect with a StarChapter support advisor. The support advisors have been extremely helpful especially when they’re trying to do something new for a client – like offering vouchers or building membership forms and correctly mapping them. In situations like these, they’ve worked directly with their advisor to create a new process or outcome together. “That’s been a big thing,” she says, “having access to your [StarChapter] support team and asking, ‘is there a way to do this better?’”

“StarChapter is the one we really recommend the most,” Logan says. “Everyone in our office knows how to use it.”

Logan and the AMC team believe StarChapter is the right, economical association membership management software for smaller association chapter organizations. It helps AMCs by streamlining their clients’ association technology usage, decreasing administrative complexities, and making everything much more straightforward. Moving clients to an AMS like StarChapter can let you and your chapter clients operate more smoothly and leaves you to better focus on the strategic work of running their organization.

