

Case Study

Partners of the Americas



Flexible software supports new programs



Automated processes save staff time



Easy-to-use reports help drive data-based decisions

Solutions

YourMembership AMS

Association grows member program with YourMembership AMS

Since 2015, Partners of the Americas has used YourMembership as their association management software (AMS). Initially, the organization used the software to collect and manage contact information. As the association learned more about what their technology could do, Partners of the Americas realized that YourMembership could support a new membership structure, improved member programs, and more streamlined processes.

Today, Partners of the Americas uses YourMembership for everything from membership and chapter management to email marketing, online community, and reporting – all while working more efficiently.

“YourMembership does everything our team needs it to do as our membership program evolves and expands. We’re continuously impressed with how flexible it is to meet our needs.”

William Webber,
Associate Director
of Membership
Partners of the Americas



Challenges

Partners of the Americas began to embrace technology and think of new ways to revamp and grow their membership program. They needed technology that would help them bring their new ideas to life while helping them work more efficiently.



Solution

The organization began to learn more about their AMS system, YourMembership, and recognized that it could help them expand and evolve their membership program and make smarter business decisions while saving time on inefficient manual processes.



Results

The team is revamping their membership program to provide greater member value. They're also engaging members more through their online community, saving time by automating membership processes, and making data-driven decisions by easily pulling and sharing reports.

“As we launch our new membership structure, YourMembership is a dream to use because it can do everything we need it to do. It’s going to help us manage membership types to give the right members access to the right content as well as connect members with each other through the online community.”

William Webber, Associate Director of Membership
Partners of the Americas

About Partners of the Americas

Partners of the Americas connects people and organizations across and within borders to serve and change lives through lasting partnerships. Inspired by President Kennedy and founded in 1964 under the Alliance for Progress, Partners of the Americas is a 501(c)(3) nonprofit, nonpartisan organization with international offices in Washington, D.C.

2,200
higher education
institutions

150
nonprofit partners

99
chapters

6,600+
volunteers

Learn more about how **YourMembership** can help your organization work smarter, engage members and increase member retention.

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