

## AMEC Non-Profit Group

The AMEC Non-Profit Group was formed to create a unique networking forum for communications leaders working in Non-Profit organizations. The International Association for Measurement and Evaluation of Communication ([AMEC](#)) is the largest professional body of its type in the world to help communications and PR professionals evaluate and measure the effectiveness of their communications campaigns. AMEC now has members in over 80 countries.

### Mission

The Group's Mission is to champion the importance of communications in Non-Profit organisations and encourage higher standards of accountability through using effective measurement and insights programs.

### What do I get from membership?

- Being a part of a unique membership group whose driver is to promote the business benefits of using measurement in a Not-Profit organisation.
- Ability to network with professionals in similar positions to share best practice, case studies, and lessons learned both among colleagues in other Non-Profit organizations, as well as the broader AMEC community, including other industry organizations affiliated to AMEC such as [PRSA](#), [ICCO](#) and [Corporate Excellence](#).
- Provides Non-Profit communications professionals with the opportunity to facilitate and share ideas with colleagues in other organizations, but also help corporate and association leaders to bring learnings from these organizations into their Non-Profit work and vice versa.
- Opportunity to gain visibility for your own organisation through speaker opportunities at AMEC events.
- The opportunity to be a part of a new Global Advisory Group being formed in 2017.

The networking of this group takes place as:

- 1) Quarterly meetings to discuss specific measurement issues and shared problems and identify opportunities for taking new initiatives. Different members of the group will alternate in running the meeting and shaping the agenda which will include case studies from the non-profit environment, as well as learnings from other types of organizations and their applicability to members of this Group.
- 2) Special webinar and workshop events, and research projects.
- 3) Specific meetings at industry events such as the AMEC [Global Summit](#), to be held in Barcelona in June, 2018.
- 4) In Autumn 2017 we will form a Senior Level Global Advisory Group to help further develop the Non-Profit Group chaired by [Paloma Escudero](#), Director of Communications for UNICEF. We will fully involve members in our development plans for this group. The first meeting is likely to be in New York in October and thereafter by conference call.
- 5) A BASECAMP site specifically for members to information share and be in touch outside of the quarterly meetings.

## **Organizational Benefits**

- Provides the opportunity for the Non-Profit Community to professionals to help shape measurement and analytics thinking based on their own experience.
- The opportunity to work with peers to develop initiatives to improve measurement techniques used in Non-Profit communications work, including the development of AMEC's Global Education Program.
- Speaker opportunities will be available through the [AMEC Speaker Bureau](#).
- As a member, the opportunity to take part in the annual AMEC member Global Insights Study to track trends in measurement and insights on a worldwide basis. The research is run in March each year for publication in May.
- An opportunity to take part in the annual AMEC [Communication Effectiveness Awards](#), the only international Awards scheme focusing on best practice in the measurement of communications which includes a category for Best campaign in the Non-Profit sector.
- Each year the Non-Profit Group will develop a special initiative. In 2015, it was the production of an online [Non-Profit Communications Professional's \(Beginners\) Guide to Measurement](#). In 2016, the Group carried out new research amongst Non-Profit comms professionals to establish [barriers](#) to the use of communications research.
- In 2017 the focus of the [research](#) was to assess the relevance of communications research/measurement to a non-profit organization, as well as explore how not-for-profit communications professionals are managing disruptive change in the industry.

## **Professional Development**

- Benefit from professional development opportunities at AMEC member discounted rates on the [International Certificate](#) course in Measurement and Evaluation delivered through the online AMEC College. A further AMEC College course is planned for October 2017.

## **Membership commitment!**

We ask members of the AMEC Non-Profit Group to commit to:

- Supporting the Mission and objectives of the Group.
- Participate in quarterly meetings of the Group and contribute to its activities and thinking.
- Contribute to the further development of AMEC's [Case Study Bank](#).
- Promoting the activities of the Non-Profit Group to professionals in other organizations in order to stimulate membership.
- Participating in the AMEC Global Summit if possible.

## **Reduced level membership**

Members join the AMEC Non-Profit Group in the Associate member category. The annual subscription for Non-Profit Group is only £300 per year, less than half the cost of Associate membership.

Co-Chairs are elected to run the Non-Profit Group working with the AMEC CEO, Barry Leggetter. The Non-Profit Group is represented on the AMEC International Board.

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