



AMEC Non Profit Group

The AMEC Non Profit Group has been 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 only professional body in the world to serve research and communications professionals in measurement and evaluation of communications. AMEC now has members in 40 countries.

Mission

The Group's Mission is to champion the importance of communications in a Non Profit organisation's work and to encourage higher standards of accountability through the use of effective measurement and insights programs.

Networking

- Networking with professionals in similar positions to share best practices, 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](#) and [ICCO](#).
- Provides Non Profit communications professionals with the opportunity to facilitate and share ideas with other Non Profit colleagues in other organizations, but also help corporate and association leaders to bring learnings from these organizations into their Non Profit work.

The networking of this group is envisaged as follows:

- 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.
- 2) Specific meetings at industry events such as the AMEC International Summit.

Organizational Benefits

- Provides the opportunity for the Non Profit Community to help shape measurement and analytics thinking to suit non profit-specific needs.
- The opportunity to work with peers in the development of initiatives to improve measurement techniques used in Non Profit communications work, including the development of AMEC's Global Education Program.
- Have the ability as a member of the Non Profit Group to speak with a shared voice on the importance of research and measurement.

- The ability for AMEC to suggest members who may be willing to contribute pro bono time and resource to a Non Profit member.
- Speaker opportunities will include speaker opportunities through the AMEC Speaker Bureau.
- An opportunity to take part in the annual AMEC [Communication Effectiveness Awards](#), the only international Awards scheme celebrating best practice in the measurement of communications.

Professional Development

- Benefit from professional development opportunities at AMEC member discount rates, including the International Certificate in Measurement and Evaluation from the online [AMEC College](#).

Membership commitment!

As a member of the AMEC Non Profit Group we ask that you commit to:

- Supporting the Mission and objectives of the Group.
- Participating in a quarterly conference call of the Group and contribute to its activities and thinking.
- Participating in the [AMEC International Summit](#) if possible.
- Promoting the activities of the Non Profit Group to professionals in other organizations in order to stimulate membership.

Reduced level membership

Members join the AMEC Non Profit Group in the Associate member category. The annual subscription for the Associate Member band is £750. The special Non Profit Group discounted subscription is **£375 GBP**.

Membership:

Please contact:

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