



# Need help to run and grow your association?

McCullough Moore is the missing piece of your puzzle.

There are so many parts to the successful operation of an association; we can provide the skills and experience you need.

Membership service • Database management • Website development • Marketing • Event management • Sales agency

# Delivering results for your association

You need a variety of different skills to run an association, with so many procedures to follow, events to organise, members to manage and deadlines to meet – and for committee members who already have a day job this can mean many late nights and plenty of headaches!

**That's where using an association management company like McCullough Moore can help you.**

**We know what it takes to run a successful association. We have provided administrative support and event management services to various associations for the past five years.**

We can provide the professional staff, administrative support, office space, technology, and equipment your association needs to operate efficiently.

We offer a wide range of benefits including shared technology systems, access to expert staff, shared purchasing power and bags of experience.

The good thing about McCullough Moore is that we tailor our services to meet YOUR organisation needs and can be as involved as you need us to be.

We treat each client individually and our experienced staff will enable your committee and board members to spend more time on strategy and achieving key objectives.

## **We specialise in:**

- Membership services and support
- Database management
- Website development
- Financial management
- Online and print communications
- Marketing and publications
- Event management

## **Membership services and support**

Associations are judged by the way they look after their membership. McCullough Moore provides associations with expertise and specialised administrative and management services, leaving association officials with more time to spend on achieving their goals.

## **Database management**

Membership is at the heart of every association, and a robust and flexible database is core to any well run organisation.

The database should be intuitive and enable the users to run reports at the click of a button and manipulate data where required. We have developed a robust membership database that runs on ACT!, a simple but powerful contact management system. We can adapt and tailor this database to suit your members and hold demographical information specific to them, with the facility to run full reports on select criteria at the click of a button.



# Working in partnership with you

We view our business contract with you as a long term partnership, and we can help you grow membership, build your profile and achieve greater success in all you do.

**Using our experience gained from a range of highly regulated industries we can give strategic input on any area that you need help. For example we can advise you on proven techniques to increase membership; we can evaluate and assess the risk involved with launching an annual conference and put accurate budgets together. We can help guide you in developing training publications or publish a yearbook for your association.**

We offer a full range of administrative and project management services, in addition to your membership management.

## **Web design and site management**

We provide a complete web design and management service from planning and designing your site, through creation and hosting, to maintaining and marketing the site on the internet.

Our experienced designers build sites that are not just aesthetically pleasing – but that do the job they're intended to do. We can incorporate web stats functionality that will monitor the traffic visiting your website so you can report on the value of your site. If you want to market your association effectively online, we can help.

## **Marketing and publications**

All associations need an element of marketing expertise to help promote their organisation. We have staff that are experienced marketers, who can work on any kind of promotional item or campaign that you might need. Design and production can include membership forms, advertisements, promotional items, press releases and certificates to name just a few. We have great designers, creative copywriters and can buy print for you at extremely competitive prices.

## **Contract publishing**

McCullough Moore has extensive experience in business to business publishing. This means that we can learn and develop a thorough understanding of your business and its objectives. We then combine this knowledge with our publishing expertise to ensure we produce the right publication for you.

We can provide a full publishing service that includes managing the sales, editorial, design, print and distribution. Alternatively, each of these services is available on an individual basis.

## **Event and competition management**

A captivating event will help your business create and sustain relationships with customers, partners and colleagues. Whether you have an existing event or just a seed of an idea, we can offer you a world-class event management service.

Our service covers the complete organisation of any size event and competition from regional meetings through to your annual conference and exhibition. We can manage everything from event planning, venue finding, logistics and staging to delegate and budget management. So, you can leave the entire project in our capable hands. We will pay attention to the smallest detail to ensure that your event is a success.

## **Sales agency**

We can work with you to agree revenue targets, set membership package rates, and create marketing campaigns – whether you wish to attract new members or promote a meeting or conference.

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[www.mcculloughmoore.co.uk](http://www.mcculloughmoore.co.uk)

# Experience that shines through

## Case study

**Client:** National Association of Care Catering (NACC)

**Overview:** Association case study

The National Association of Care Catering has 650 members throughout the UK. Members are caterers that work within private and local authority care homes and nursing homes. McCullough Moore has managed the administration, updated the website content, organised the conference and exhibition and published the association's yearbook for the past ten years.

## We offer a full and wide ranging service for the NACC that includes:

- Full administration and secretarial support
- Office space and storage for archives and current materials
- Stationery design, ordering and storage
- Full marketing service – copy writing, design and print e.g. membership brochures, banners
- Membership management
- Website content update
- Event management of annual conference, exhibition and awards
- Contract publish the annual yearbook
- Accounts management

## Testimonial:

*"We have worked with McCullough Moore for a number of years, and their attention to detail has ensured our professional association's status has been continually enhanced. They have enabled us to deliver many successful conferences, which have received plaudits from around the world regarding their quality and professional organisation. They have been a very useful source of information on administration and membership issues, as well as providing excellent links in to the PR area where our own knowledge was limited. I would recommend McCullough Moore to any organisation for their administration or conference organisation as it would no doubt enhance their association."*

NACC



For help and advice  
on your next project...  
contact **Billie Moore**

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We look forward to hearing from you soon...

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