

association management company

Ewald Consulting: more than doubled its client roster

Ewald Consulting is an association management company founded in 1982. It provides management and public relations support to state, national and international organizations.

success



135%
client growth



0%
staff increase

After switching to YourMembership, Ewald more than doubled its business, expanding from 20 associations to 47, without increasing its internal staff. YourMembership's membership management software (MMS) allowed Ewald to offer a dynamic website interface with valuable content, streamlined event management, multi-level membership invoicing options, and more.

summary

In 2005, Ewald Consulting supported 20 association clients using an assortment of technology products to manage day-to-day operations, but their workforce was at capacity. After switching to YourMembership, Ewald more than doubled their business.

challenges

Ewald wanted to grow its business, but needed to streamline technology processes to successfully manage an increase in clients.

process

Moved entire client list to a single membership management software, allowing Ewald to cross train staff on one solution.

“Working with YouMembership allows us to focus and expand our efforts to help drive deeper member engagement and increase member retention and growth.”

Kathie Pugaczewski, CAE, CMP, Vice President of Communications & Technology

