

# American Composites Manufacturers Association (ACMA)



Integration between Nimble AMS and Crowd Wisdom streamlines certification and credit tracking

Robust reporting and dynamic dashboards offer staff and stakeholders comprehensive management of strategic goals and insightful visualizations

With worry-free and free product updates, staff and members have guaranteed access to the most innovative technology three times a year

## Increasing efficiency and driving innovation with automation and accurate data

The American Composites Manufacturers Association (ACMA) is the unified voice of the composites industry, providing a seat at the table for distributors, suppliers, and manufacturers of all sizes to gain knowledge, influence, and competitive advantage in the industry.

To drive the composites industry supply chain forward, ACMA supports four member types and offers crucial member benefits like networking, expert advocacy, sustainability, events, certification and training, continuing education, and more.

ACMA staff needed innovative association management software (AMS) that offered automation, accurate data reporting, and increased efficiencies. Discover why ACMA chose Nimble AMS.

### Solutions:



"Nimble AMS is a beautiful tool, providing you with everything you need. With mobile accessibility, you can have everything you need in one click. Our membership team loves using Nimble AMS when they travel because they can just pull it up and search whenever they need."

- **Mary Saenz**, Director of Customer Experience

## Challenges & Solutions

Before switching to Nimble AMS, ACMA faced significant challenges with inefficient data due to fragmented systems. Because of ACMA's old systems, manual processes limited member engagement and caused operational inefficiencies. When ACMA decided to change AMS platforms, its implementation occurred during the pandemic, adding additional pressure to ensure the platform met staff and member needs in a timely manner.

ACMA chose Nimble AMS to centralize data management, improve accuracy and accessibility, and enhance member engagement through advanced tools and integrations. With Nimble AMS, ACMA felt empowered to offer personalized member experiences and improve operational efficiencies by automating tasks, ultimately freeing up resources for strategic member engagement initiatives.

## Results

Since moving to Nimble AMS, ACMA now leverages robust reporting and dynamic dashboards, ensuring all staff have access to insightful visualizations into the status of ACMA organizational goals. With Nimble AMS' extensive accessibility to association-specific reports and dashboards, ACMA senior leadership, committee members, and board of directors can report on numbers easily monitoring renewal revenue, organizational goals, counts, and non-renewal reasons, all at a glance with a comprehensive dashboard.

Additionally, ACMA staff have experienced substantial growth in operational efficiency because of automation. Since automating key membership renewal processes including member communications and ensuring members have all the necessary information for renewal season, ACMA has increased its membership renewal rate by 12%.

By integrating Nimble AMS with Crowd Wisdom, ACMA staff have saved significant time by not having to manually monitor certifications and credits for members. This frees up ACMA staff to focus on hitting its member engagement goals.

With the help of Nimble AMS, ACMA is on track to exceed its member and staff goals, drive its mission, and succeed well into the future.

## About ACMA

The purpose of ACMA is to help composites manufacturers prosper by supporting the industry in delivering composite technologies that make structures more durable, transportation more efficient, and consumer and industrial goods higher performing while minimizing their environmental footprint and supporting the workforce that delivers them.

Involved in Congress, Federal, and State government advocacy efforts to develop and implement legislation, regulations, and other policies to ensure that composites are the sustainable material of preference

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voting members  
across the US

Began Climate  
Impact Project to  
help composites  
manufacturers reduce  
the emission of climate  
warming gases

## About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at [momentivesoftware.com](https://momentivesoftware.com).