



# END-TO-END ASSOCIATION & NON-PROFIT SOLUTIONS

PROVEN PROCESSES.  
BRILLIANT RESULTS.



AN RR DONNELLEY COMPANY





# IT'S NOT JUST PRINTING... IT'S COMMUNICATING.

AGS can show you how to enhance communications with your membership, deliver content that is highly personalized and cost-effective, and allow you to measure the success of your marketing campaigns.

As an organizer for cause and community, you have enough to do. Now more than ever, non-profits and associations are expected to offer timely, relevant, multi-channel content to engage their membership and motivate them to action. AGS's membership marketing expertise, conference and meeting solutions and state-of-the-art publishing brings your membership outreach strategy to life. As you strive to recruit new members and galvanize current ones, partnering with AGS will help you generate measurable results.

Our experts work for you, combining the power of innovative technologies with thirty-seven years of experience supporting associations and non-profits. AGS is your single source for developing and distributing membership communications, conference materials and publications. Whether you have promotional, publishing or digital data management needs close to home or on the other side of the world, AGS will help your organization exceed its business goals.

## MEMBERSHIP MARKETING SOLUTIONS

AGS can help you maximize your efforts in the areas of membership acquisition and recruitment, member engagement and retention and renewal programs.

- Engage your members with a direct mail campaign with personalized messaging to inform them of events relevant to their interests.
- Optimize member acquisition, renewal and marketing efforts with personalization and targeted messaging.

## CONFERENCE & MEETING SOLUTIONS

Increase event and meeting attendance by allowing AGS to create event and conference promotional materials, develop registration and attendance solutions and assist you with all your print-on-demand needs.

- Maximize attendee engagement before, during and after meetings with online portals that allow customization and distribution of valuable content.
- Utilize meeting signage and onsite displays to improve conference attendee awareness and overall brand recognition.

## PUBLISHING SOLUTIONS

AGS can address all of your publishing needs by creating custom publishing solutions for you and helping you improve margins and lower inventory management risk.

- Publish and distribute books, directories, journals and newsletters for distribution to your members.
- Utilize e-publishing platforms to enhance traditional methods of communication.
- Expand into domestic and international areas with our world-wide network and foreign language solutions.

“AGS made our transition to a state-of-the-art membership renewal program effortless and error free. As a result we have experienced substantial cost savings, greater flexibility and significant improvements to our overall efficiency. The expert team at AGS knows what they’re doing. They showed us how to do what we do, better.”

- Member Services Manager,  
national association



WWW.AGS.COM | 301.843.1800 | 4590 GRAPHICS DRIVE, WHITE PLAINS, MD 20695

