



Association Membership Support Services:

Membership Acquisition · Renewal & Retention
Lapsed Member Reactivation · Membership Support Services

Riding Double: How the AMA Scaled Membership Growth Through Strategic Call Center Partnership

A Case Study in Capacity, Culture Fit, and Conversion

“GAD is a true extension of our team to expand our capacity, and they really go out of their way to be one with our audience,” said Holloway. “They don’t just try to get our business – they continually earn it.”

It started with an email nobody asked for.

The American Motorcyclist Association (AMA) – a 100-year-old organization with 221,000+ members, deep legislative roots, and a mission to promote the motorcycle lifestyle and protect the future of motorcycling– was sitting on an untapped growth opportunity. Thousands of lapsed members, one-time racers, and event attendees weren’t hearing from anyone. Not because the AMA didn’t care, but because its seven-person member services center was already stretched thin, balancing inbound member support with outbound renewal campaigns.

Shaun Holloway, AMA’s Director of Information Technology, knew the math. The renewal segments needed sustained, intentional outreach, but hiring and training additional internal agents wasn’t the most efficient path forward. What the AMA needed was added capacity without sacrificing the authenticity its members expected.

Then a marketing email from Graven, Austin & Drake landed in Holloway’s inbox. It turned out to be exactly the right conversation at the right time.

Finding the Right Membership Partner

Outsourcing a contact center is a risk for any membership organization – especially one whose audience values live, knowledgeable conversations over mass communication. AMA members want to talk to someone who understands motorcycling, not someone reading a cold script.

Two things set GAD apart early. First, they had direct experience working with an automotive brand owners’ association – so the membership model wasn’t foreign territory. Second, and more importantly, their business culture aligned with AMA’s. Holloway recognized a partner that would blend with his existing team rather than operate as a disconnected vendor.

The AMA invested in that alignment. They collaborated with GAD on scripts, ran test calls, and trained GAD agents on the motorcycle industry and AMA membership until both teams could operate as one cohesive unit.



The Membership Support Model

The partnership created a clean division of labor that amplified both teams:

- **Internal AMA agents** stayed focused on high-value inbound member interactions and core renewal conversations – the work that demands institutional knowledge and relationship depth.
- **GAD's three dedicated, full-time agents** handled specialized outbound campaigns targeting harder-to-reach segments: lapsed members, one-time racers, one-event pass holders, and socially engaged audiences.
- **Voicemail callbacks** routed to AMA's internal center, increasing inbound sales volume and keeping every live conversation inside AMA's experienced team.

The result was a scalable outreach model, which opened new audience segments for membership growth without pulling internal agents off their core responsibilities.

Measurable Membership Growth

After more than a year of partnership, the numbers tell a clear story,

Beyond the metrics, outbound conversations surfaced unresolved member concerns that might otherwise have quietly killed renewals. GAD escalated those issues to the appropriate AMA teams – recovering at-risk relationships and protecting future revenue.

40% conversion rate on lapsed three-year memberships, outperforming previous benchmarks.

Nearly 50% renewal rate when members were contacted about upcoming renewals, 7-10% improvement over prior years.



39.2% reduction in cost per acquisition.

4.83% conversion rate among one-time racers – a segment that had significantly underperformed under prior outreach efforts.

\$271,751 in membership revenue generated by GAD in 2025 alone.

What This Means for Associations

This wasn't a story about replacing a team. It was about extending one.

The AMA didn't outsource its voice; it amplified it. By finding a partner willing to learn the industry, match the culture, and operate as a true extension of the internal team, AMA turned a capacity constraint into a growth engine. The members never felt the seam.

For organizations facing the same tension between service quality and growth ambition, the AMA's experience offers a clear proof point: the right partnership doesn't dilute your brand. It gives your best people room to do their best work, while someone equally invested picks up the phone beside them.