

## 01 The DGVM - the Association for Associations

*In Germany there are around 14,300 associations and comparable organisations with a professional management. These associations differ greatly in their field of activity, structure and degree of professionalism from the over 544,000 registered clubs found mostly in the field of sport and recreation, which generally operate without a professional staff. The legal form, however, which is normally that of the "eingetragener Verein" (registered association) is identical to both.*

The associations can, on the basis of their fields of activity be divided into five main groups: work and economy; society and politics; recreation and culture; education and science; and health and social matters (cp. [www.verbaende.com](http://www.verbaende.com)).

### The DGVM

The DGVM deals solely with professionally managed associations and organisations.

In 1996, a group of committed association managers founded the "Deutsche Gesellschaft für Verbandsmanagement e.V." with the objective "of presenting the significance of specialised and professional associations in open societies, and to promote them at all levels."

In 1996, a group of committed association managers founded the DGVM - The association for associations.

In the meantime, the DGVM has developed into the leading cross-sectional organisation for professionally managed associations and organisations in Germany – i.e., a real association for associations. Over and above the limitations of an association, the DGVM

focuses on raising professionalism in association management and pinpoints both the important tasks and indispensability of organised lobbying in a modern and pluralistic society. In this process, it is advised by a scientific curatorship. The DGVM actively supports the associations' management in its daily work. To this end, they supply important information, new impulses and facilitate the exchange of experience between the associations.

In order to support the transnational exchange of experience, the DGVM is a member of the Global Forum of Associations (Washington, DC) and maintains cooperative contacts to similar organisations world-wide.

## What Does the DGVM Provide to its Members?

As an **association for associations**, the DGVM is committed to dealing with the needs of associations of every type and size. Support in the daily work of running an association is provided through a numerous range of further training opportunities and efficient services.

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Questions which cannot be dealt with straight away are forwarded on to experts who can provide the necessary information. This system is supported by a close meshed network of specialists found mostly in the circle of colleagues, and includes external advisors. The DGVM organises and systemises the transfer of information, accumulating, at the same time, a pool of knowledge which in turn is at the disposal of the members. An important medium here is the internet. Members can access an extensive knowledge data base for specialist articles, checklists, forms and templates on all the concerns and scopes of a professionally run association.

## Subject Areas Addressed by the DGVM are:

Association management (in general), issues of Volunteer and Staff Leadership, Lobbying, Strategic Planning, Financial Management, Executive Management, Membership Development, Marketing & Public Relations, Educational & Professional Development, Communication Services, Meeting & Event Planning, Personnel, Equipment, Facilities & Budget, Administrative Tasks and much more.

### **An Overview:**

- Provides support for the daily work of association executives
- Transfers management knowledge between associations
- Facilitates the exchange of information between associations of a variety of sizes and branches (networking)
- Sets up and provides a knowledge pool
- Presents the benefits of association lobbying to the public, the media, politicians and other opinion makers
- Profiles the benefits of associations within the competitive environment of the associations
- Suggests and sponsors association-specific congresses and seminars
- Upholds a dialogue with the relevant scientific disciplines
- Provides association-specific training for the next generation of professionals
- Promotes young talent by creating national and international exchange programmes
- Develops statistics on the economic significance of associations (e.g.. enquiries and work place potential of associations)
- Exchanges experience with comparable institutions abroad

Anchored in the DGVM's constitution is its holistic approach to enhancing and furthering the essence of associations in their entirety. Hence, in addition to the exclusive benefits which members enjoy, there are a number of services and initiatives open to every association. DGVM members, however, enjoy preferential treatment and are offered attractive special conditions.

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Since 1997, the DGVM has been the initiator and sponsor of the German Association's Congress, the annual meeting of managers of associations which operate on a full-time basis. Up to 200 participating DGVM members and non-members take part in the two-day meeting, which is focused on important current topics.

## DGVM: Review 2008

The DGVM acquired from 26 new members. These represent the most important branches and professions in Germany.

Around 800 association executives attended in 2008 the 40 seminars which dealt with the subjects of: Association management, Volunteer and Staff Leadership, Lobbying, Strategic Planning, Financial Management, Executive Management, Membership Development, Marketing & Public Relations. Additionally, two training and further-training courses for managers were offered within the scope of the DGVM Academy. In February 2010, the 12th German Association's Congress will take place with over 200 association executives participating.

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## The DGVM's Communication Resources

In 2008, over 1,8 Million visits by circa 12 Million page impressions were registered on the internet portal of the German

Associations, the **German Association's Forum** – **www.verbaende.com**. Thus, **verbaende.com** is by far the most important association portal in Europe.

With eight to nine issues per year, the association's journal, "**Verbändereport**", was read by more than 17,000 readers per issue.

DGVM's Communication Resources: association's journal, "Verbändereport" and German Association's Forum – [www.verbaende.com](http://www.verbaende.com).

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