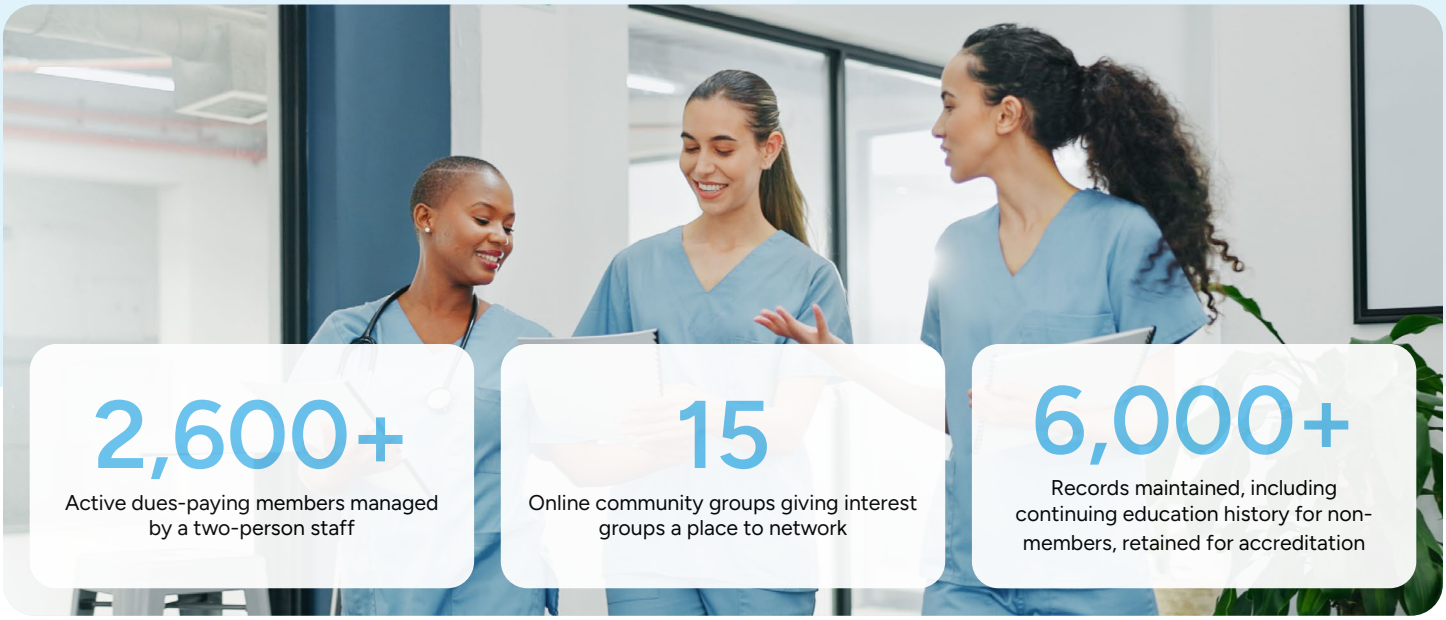
Momentive

SCNA
CASE STUDY

South Carolina Nurses Association (SCNA) Case Study: YourMembership AMS Success Story



One Platform, Two People, and 2,600+ Members Who Never Know the Difference

Running a professional nursing association is no small job. It means managing dues, continuing education credits, event registrations, member communications, chapter groups, board elections, and a career center while supporting the nursing profession at the state legislative level.

The South Carolina Nurses Association (SCNA) does all this with two staff members. For more than 15 years, SCNA has relied on YourMembership AMS, powered by Momentive Software, to run every core function of the organization. Find out why.

Product Used

ym YourMembershipAMS
POWERED BY MOMENTIVE

- Association management: membership, events, community, payments, CE tracking

Careers
POWERED BY MOMENTIVE

- Career center and job board

"People don't realize there are only two people on our staff, because YourMembership and the user end experience is so phenomenal."

Rosie Robinson
Executive Assistant, SCNA

Challenge

As a 501(C)(6) organization, SCNA's revenue comes almost entirely from membership dues and educational activities—every dollar of operational efficiency matters. Every hour saved on manual processes goes back to member services, advocacy, or growth. The organization needed technology that could serve as the operational backbone of a full-scale professional association, helping it do more with less.

Solution

For more than a decade, SCNA has run its association almost entirely through YourMembership AMS. Members handle applications, renewals, dues payments, certification tracking, and record updates through a self-service portal, reducing administrative work. Event registration and payment processing work the same way by empowering members to register and pay without staff intervention.

SCNA has built a genuinely active member community inside the platform. Fifteen interest-based groups give chapters and specialty areas a place to connect, message one another, and share. Staff has layered in an ambassador program, elevating 20+ elected leaders and highly engaged members, so their activity is visible across the association and helps to keep the community feed alive. SCNA adds additional value for Gen Z members looking for "a tribe" by offering online community spaces, in-person events, and career services through Momentive Careers.

Results

Staff uses YourMembership AMS to support SCNA 3000 Strong, an active membership growth initiative, currently at 2,600 members and working toward 3,000. SCNA tracks and issues continuing education credits for more than 2,600 active dues-paying members, while retaining education records for thousands of non-member learners — all through a single platform, without a dedicated membership manager or IT department. The member community has grown organically, with 15 active groups connecting chapters and specialty areas across the state, and roughly 20 ambassadors keeping the feed alive — most of them unaware they'd even been given the designation. Momentive Careers generates non-dues revenue in the background, supporting the association's sustainability.

SCNA runs on just two people. YourMembership is the key to helping SCNA staff do more with less.

> "I don't know any other AMS platform that allows such a small staff to have such a good byproduct."
>
> **Rosie Robinson,**
> Executive Assistant, SCNA

About South Carolina Nurses Association

The South Carolina Nurses Association (SCNA) represents all South Carolina registered nurses in a membership organization and promotes and advocates for the nurse's role.

2,600+
Active Members

6,000+
Total Records (incl. learners)

2
Staff Members

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**.

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