



Memo

To: USATF Associations
From: Andy Martin
CC:
Date: Sept. 12, 2006
Re: Membership Fees effective November 1, 2006

Per a recent vote of the USATF Board of Directors, beginning November 1, 2006, USATF will be implementing standard membership fees for adult and youth memberships as well as multi-year discounts for adult memberships. The approved fees and related items are summarized in the chart and notes below:

	Membership Fee	Association Allocation	National Allocation
Youth			
1 Year Membership	\$19.95	\$10.00	\$9.95
Adult			
1 Year Membership	\$29.95	\$15.00	\$14.95
2 Year Membership	\$54.95	\$27.50	\$27.45
3 Year Membership	\$79.95	\$40.00	\$39.95
4 Year Membership	\$99.95	\$50.00	\$49.95

Notes:

- All online membership transactions will be charged the fees listed above;
- Associations can charge less than the fees listed above for memberships transactions processed by the Association, but the discount will be deducted from their allocation {example: Youth fee = \$15.00; Association's allocation would be \$5.05 (\$15.00 - \$9.95)}

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Investment of incremental revenue generated via the national allocation

The incremental increase in revenue generated from higher national allocations will be invested to help elevate programs and services that are aimed at **enhancing the experience and interaction** individuals have as members of USATF. Specifically, the following enhancements are scheduled to be implemented to achieve these goals:

Member Benefits

- Permanent membership card (2008)
- Discounted multi-year memberships (2007)
- 12-month memberships (2008)
- Added service & communications to improve customer satisfaction
- Additional discounts and special offers for members

Infrastructure improvements for Grass Roots Initiatives

- Integrated web-based system that offers organization-wide ranking systems and results compilation capabilities
- Improved on-line calendar and event entry processes
- Support for the USATF Criminal Background Check program, including providing D&O Insurance coverage for all Associations and a training workshop for all screening agents
- Create a club handbook to assist club and event management
- Create a new club benefit package and more website access and support
- Enhancements to America's Running Routes functionality
- Hire a staff person to assist with web-based improvements, including creation of a club management and sanctioned event management system

Marketing & Branding of Grass Roots Programs

- Promotion of USATF memberships with new print and broadcast materials
- Promotion of USATF grass roots championships events and programs to attract new participants and members
- Assist the Associations in the marketing of their events
- Partner with publications to promote USATF programs at all levels of the sport
- Support USATF "OnTheRoads" – a traveling USATF-branded promotional vehicle
- Hire a staff person directly responsible for coordinating the new marketing & branding initiatives

Committee-based projects

- Support viable national committee initiatives which help achieve the grass roots goals of the USATF (or committee) strategic plan(s)

Questions & Answers

What will the cost of the validation stamps be when I purchase them from the national office?

\$12.00/validation stamp. Memberships that are processed using a validation stamp will be: will be credited \$2.05 for youth memberships and debited \$2.95 for adult memberships.

Can current members renew their memberships for 2007 before November 1?

Yes. As long as they RENEW their current membership, they will be charged the current membership fee and their membership will be extended for one more year (current expiration date of Dec. 31, 2006 will be updated to expire on Dec. 31, 2007).

Will USATF be sending current members a notice about the new fees?

Yes, a notice will be sent all members in the next issue of Fast Forward and via e-mail.

We do not think our market will bear the new fees. What can we do?

We are encouraging Associations in this position to implement the standard fees but provide some value-added benefit back to members such as an event entry discount coupon for an Association event. For example, if your Association believes that its youth fee should be \$15.00, set the membership fee at \$19.95 and provide the member with a \$5.00 discount coupon to one or more Association events.

Another suggestion is to tie the membership fee increase to the background check program to offer free or reduced coach/volunteer application fees. For example, in some Associations the cost to conduct a criminal background check may be as little as \$2 per applicant. Associations in this situation may wish to offer free background checks and use the money raised from the membership fees to cover the cost of the background checks.

In Associations where the cost of conducting background checks may be higher, you can still supplement that cost with the increased membership revenue by offering "subsidized" background checks. For example, if the cost to conduct a background check in your state is \$8.00, you might only charge your coaches/volunteers \$5.00.