

THE NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS  
POLICY & PROCEDURES

POLICY TITLE:	Member versus Non-Member Pricing
CLASSIFICATION:	Finance
POLICY NUMBER:	15-01-F
DEPARTMENT COORDINATOR:	Finance
MOTION:	Patricia Griffey
DATE APPROVED:	November 16, 2015
APPROVED BY:	Board of Trustees
SUNSET DATE:	2018

**PURPOSE:**

To do our due diligence in establishing pricing at a fair market value while protecting our tax-exempt status through the establishment of a formula and a clear set of rules to add clarity of value for our members.

**POLICY:**

To maintain a minimum 30% corridor between member and non-member pricing for NAHU product offerings, including but not limited to professional development courses. This minimum corridor will apply to all events utilizing NAHU provided products, services or training, with the exception of certain nationally recognized industry events where NAHU has a barter agreement and is unable to accommodate different pricing. These agreements and any other exceptions will be communicated to and approved by the Board of Trustees in advance of the release of invitations or announcements.

While chapters are not prohibited from adopting a similar P&P, if doing so, care must be taken to protect and preserve any 501(c)(6) status by maintaining a reasonable maximum corridor as well, since non-member pricing should not be exorbitantly higher than member pricing without risk to non-profit status.

**FINANCIAL IMPACT:**