



## Event pricing strategy to grow membership

Pricing nonmember event registrations high enough to encourage membership is a common best practice. At a minimum, set your nonmember registration fee at a level that covers the Never-Been-a-Member rate plus chapter dues. Post-event, you sign up the nonmember registrants who have never been a member for one year of membership.

**Follow the three simple steps below to Increase your chapter membership!**

### **Step 1: Chapter**

Notify APWA Membership Services of your chapter's intent to use a nonmember rate option that could convert to membership. When event registration closes, send an email with a spreadsheet of new member information to verify rate eligibility to:

- Tammy Bennet—[tbennett@apwa.org](mailto:tbennett@apwa.org)
- cc: Member Services—[MemberServices@apwa.org](mailto:MemberServices@apwa.org)

### **Step 2: APWA**

Member Services will review each individual to ensure eligibility for the Never-Been-a-Member rate and apply any applicable chapter dues. Member Services will create an invoice for those eligible and return the spreadsheet to you, along with the total amount due.

### **Step 3: Chapter**

Verify the agreement via email and process payment.

Submit payment and copy of spreadsheet to:  
PO Box 505612  
St Louis, MO 63150-5612

**Membership is activated upon receipt and payment processing!**