**From: Andre Morkel**

**To: WARA Committee**

**Subject: Proposal for new membership and entry pricing**

**Date: 9 Jan 2018**

**Motivation**

We are facing some problems with collecting membership fees

1. Self -determination of membership payment. The current system asks for a self-determined amount of membership fee payment, which unfortunately creates errors of under or over payment, which consume a lot of admin time to sort out – including refunds and requests for correctional payments. The admin effort here is currently further burdened by the volunteer credits, as none of this is automated in the database.
2. No easy way to automate. Going forward, if we are to further automate the entry system, the process of matching an entry with a person in the database at the time of entry in order to force the correct amount of membership payment is a problem. There is no simple user-friendly way to connect at the time of entry all people being entered – and hence determine the correct membership fee.

**Recommendation**

Abandon membership fees.

**Impact**

*1. Event pricing*

The most obvious impact of not collecting a fee for membership is that we need to increase entry fees. Jim as Treasurer has produced an estimate that entry fees for a normal event to breakeven at $40 per person.

*Propose – pricing entry fee for each event based on estimated attendance, costs and targeted profits. On the plus side, the financial accounting will become simpler and we can adjust after each event.*

*2. Change from an entrant’s perspective*

The equation will slightly change for entrants. Those doing only one event will be a little better off, and those doing multiple events will be a little worse off. On the plus side, the price for those only doing a few rogaines becomes less and this may encourage further participation.

*3. Volunteer incentives*

Not having membership fees will mean that the current system of awarding free membership for vols will not work.

*Propose – the next gen entry system should have a voucher abilities which would mean that you can issue credits (which can be used at time of online entry as a discount on the payment) to each volunteer (a unique code can make each one unique). In this way we can adjust the credit amount at any time too.*

*If we want, once the new system is in place we can distribute vouchers (by mail-merge email) to all 2017 volunteers in retrospect. Perhaps the easiest way to do this would be to build a “vol” email list (on our newsletter system) and then do the same at year-end – that is, email all a vol voucher (this would still only give one credit per year and not by the number of times you vol’d, but probably the simplest way to administer this).*

*4. Admin overhead*

Not having membership fees in the mix will free up a lot of time for the Entry coordinator, Treasurer and sometimes Vol coordinator and Webmaster. Going forward the ability to set and adjust event pricing will be enhanced, and event profit/loss reporting will be much simpler and hence quicker.

*5. Legal concept of membership*

* How do we define a member?
  + *Propose – anyone who has entered in a rogaine within the last (define) one/two/calendar/rolling/years…*
* WARA Constitution
  + Any impediments? Changes needed?
* Aust Rog Assocn – we report a number for the capitation fee which is already separate from membership fees.
  + *Propose – continue reporting the same as we have been*
* Other bodies - insurance, government, etc? Does anyone know of any further restrictions or dependencies for membership?