

RMSAWWA Event Pricing Guidance Document

This document was created in accordance with the bylaws for the Rocky Mountain Section of the American Water Works Association **Article VI – Section Finances, 6.2.**

Purpose: This document provides board members, committee chairs, and committee co-chairs guidance for creating a uniform pricing structure for section events for members vs. non-members. These policies will also contribute to the financial stability of the Rocky Mountain Section.

While RMSAWWA is a nonprofit organization, the Section requires a certain level of revenue to cover vital operating expenses such as staff and other resources that allow us to provide the many benefits offered to members. The conferences and training programs provided also help ensure necessary funding of non-revenue generating activities, future endeavors, and the long-term sustainability of the organization. As of 2023, member dues make up only about 15% of the Section's overall expense budget. Therefore, our training programs and conferences play a critical role in ensuring the Section continues to provide a great value to our members.

Guidance:

Events shall be priced fairly based on the number of contact hours for the event, the cost for the venue, and all costs associated with food and/or beverages provided to the attendees.

The standard pricing increase for non-members shall be 33% more than that charged for the member price (i.e., if the price for the event registration for a member is \$100.00, the price for a non-member shall be \$133.00). Always round down to the nearest whole dollar value.

The target goal for all events is to achieve net revenue of approximately 33% after all costs. As an example: If an event is expected to generate \$10,000 in revenue/ticket sales, committees should plan for realizing \$2,500 in net revenue after expenses from that event. This gives the committee a working budget of \$7,500 for expenses from that event. A combination of increased ticket prices, reduced expenses, and/or sponsorship contributions can be used to reach this 33% net revenue goal.

The attached 'Event-Training Pricing Calculator' spreadsheet will help guide committees during the event planning process. Committees are also encouraged to consult with Section staff and their Board liaison to assist with cost-effective event planning.

If a net revenue margin of 33% is unachievable or unrealistic for any event, approval from the Executive Director and the Section Board will be required.