



BEST PRACTICES: CHAPTER PROGRAM PRICING

Evaluate your Costs:

Check your costs prior to each event in order to set the appropriate pricing on a case-by-case basis. Don't allow your chapter to fall into a pricing rut.

Keep it Simple:

Offer only a few options and remove expired pricing as soon as it expires in order to avoid creating sticker shock. For example, early bird rates are a great way to entice people to buy early but once the rate has passed it should be removed immediately. If you leave the rate up, it may drive people away because the going rate will look overpriced next to the cheaper rate that is no longer offered.

Offer a Consistent Discount for Members:

Prominently promise members at least 20% off all programs, products, and services. Then, use a larger percentage when it seems necessary or more appealing.

EXAMPLE

Members receive at least 20% off all NACE Timbuktu programs!

January Wine Tasting

Members: \$40

Nonmembers: \$50

Frame Your Language Carefully:

Refrain from calling nonmembers "guests." Take this opportunity to point out that they aren't members.

Don't Miss Out on the Spouse:

Ask spouses to pay the same rates as other nonmembers. A large percentage of NACE members are actually business owners. Help encourage their business partner spouses to join, too.

Try Something New:

Does your chapter need a fresh perspective? Brainstorm with your board to come up with new pricing structures.

The following won't work for all programs but consider the following choices:

SCENARIO ONE

- Member Registration: \$40
- Nonmember Program Registration: \$50

SCENARIO TWO

Members	Nonmembers
Program Registration: \$30	Program Registration: \$50
As a member, you receive 20% off all Timbuktu NACE programs!	Membership: \$375
	BEST DEAL! Program + Membership: \$395

People are psychologically predisposed to choose the item that makes them think that they're getting the best deal. By including the extra choices in scenario two, you encourage the purchaser to focus on the comparison between options two and three and take the focus away from option one, even though one is the cheapest. Using the second scenario, people will be much more likely to attend the program and become a member. Using these numbers, the chapter would be giving a \$20 rate to a new member for their first program, \$30 for current members, and \$50 for nonmembers. It's much more enticing.