

**NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS  
POLICY & PROCEDURES**

<b>POLICY TITLE:</b>	Membership Affinity Programs
<b>CLASSIFICATION:</b>	Executive
<b>POLICY NUMBER:</b>	95-11-EX
<b>DEPARTMENT COORDINATOR:</b>	Executive
<b>MOTION:</b>	Roger Skinner
<b>DATE APPROVED:</b>	March 17, 1995
<b>APPROVED BY:</b>	Board of Trustees
<b>AMENDED:</b>	March, 2004, April 10, 2006, January 21, 2012, July 20, 2015
<b>SUNSET DATE:</b>	2018

**PURPOSE:** To establish a method for selecting programs and/or products to be offered to members and to establish a method for entering into affinity program agreements.

**POLICY:** Outside vendors or organizations interested in entering into agreements which could result in revenue to the Association or special benefits to our members should submit written proposals for contract to the EVP/CEO.

**PROCEDURE(S):** Proposals for these products or programs shall be initially reviewed by the NAHU CEO and the affinity program task force comprised of subject matter experts within the NAHU membership and by legal counsel, as needed. The NAHU CEO shall notify the vendor of final decision and proceed accordingly.

A periodic review of the revenue received from the programs will be conducted to determine the continued viability of Affinity programs.

This policy specifically excludes sponsorships of specific events or exhibitors at those events. Such agreements will be contracted by the staff, who may, at their discretion, bring them before the Board of Trustees, and will only be effective for the duration of the event and the publicity surrounding it.

**FINANCIAL IMPACT:** Varies based on the program. Should be revenue positive or neutral.