

**RESOLUTION #2—2019**  
**Regular Winter Session**

Submitted by  
Board of Directors

**ANNUAL MEMBERSHIP DUES INCREASE**

**RESOLVED**, that the American Veterinary Medical Association (AVMA) House of Delegates (HOD) implement an increase in AVMA membership dues in the years 2020-2022 as follows:

- \$30 in 2020, and if necessary, up to \$10 each in 2021 and 2022 for Regular and Affiliate memberships
- Reduced dues memberships will be made equal to 50% of the annual dues of Regular members

**Statement about the Resolution**

The AVMA has been fortunate to balance its operational budget over the past five years, without the need for an increase in dues. With expanding services, delivering additional value, and the continuing rise of expenses it is increasingly difficult each year to balance our budget—AVMA is forecasting a projected \$1 million deficit in 2020. The 2019 budget was approved with a modest bottom line increase through reprioritization of programs in all areas. Through this process it became apparent that any further reprioritization of resources will negatively impact core AVMA member services. This proposed dues increase will avoid that impact, and allow us to continue to meet member and association obligations.

The AVMA BOD recommends a multi-year strategy because it allows the flexibility to cover the additional services our members expect, and it will enable us to adjust mid-course. Smaller, incremental changes to dues is a strategy used by several member associations, with 83% of organizations similar to the AVMA keeping their yearly increase to 10% or less. If approved, the Board will move forward with a dues increase of \$30 in 2020, and then determine the need for further, up to a \$10 increase in 2021 and up to a \$10 in 2022, by analysis of the outcome each year.

The House of Delegates approved a similar dues increase in 2010 and 2011, with an initial \$50 increase and subsequent \$10 annual increases occurring in 2013, 2014, and 2015. We are confident that members will recognize the added benefits and their value, and will be receptive to this request.

On a related but separate note, our investment reserves are used to fund strategic AVMA initiatives that are aligned with the wants and needs of our members. We carefully reserve principle to allow us to fund those initiatives, apart from operational costs and revenue. These strategic initiatives have proven to be highly successful as our membership has grown to more than 93,000. In addition, AVMA has continued to grow its non-dues revenue, which has increased by 67%, or \$5.8 million since 2011.

We will continue to build on our successes by responding to what members have asked for—an improved AVMA website, access to more digital continuing education opportunities, addressing veterinary student debt, and expanded advocacy and greater good efforts for veterinary medicine. In the broader scope, we also develop positions on key issues and advocate for veterinarians, advancing their ability to provide crucial veterinary services. We provide educational accreditation and certification programs that protect and elevate the quality of veterinary care. And finally, by

attentiveness to our members and understanding their evolving needs, we will ensure that we continually offer tools and programs that support their professional growth.

**Financial Impact:** \$2.4 million increased income in 2020

	<b>Board of Directors</b>	<b>House Advisory Committee</b>	<b>Reference Committee #4</b>	<b>House of Delegates</b>
<b>Recommend Approval</b>	X	X		
<b>Recommend Disapproval</b>				
<b>Recommend Referral to...</b>				
<b>No Recommendation</b>				
<b>Recommend Postpone Indefinitely</b>				
(use this space for additional narrative, if needed)				