How Much Does It Really Cost to Become an AAU Member? What is the Value? Apples to Apples, or Apples to Oranges?

Some people will try to tell you that it is very expensive to join AAU. After all, the best always costs the most, right? Wrong. Whether you are a player, a coach, a facility-owner, or an event-operator, there is no better value in baseball than AAU.

Before you decide with which organization you are going to affiliate, do your homework. Here are some things you may want to check out.

One Club Membership, Many Teams

In the AAU, your organization can register all your teams in all age groups under one club for as little as $30. Ask any other organization that you are considering whether theirs is a 'club' membership that includes all teams, or if each team needs a separate membership.

Protect Yourself, Protect Your Team

The many benefits of being an AAU member include the opportunity to play in AAU events, seek an AAU national title, play in an AAU travel ball league, host AAU events, and the opportunity to be invited to an AAU Super Showcase for exposure to collegiate coaches and scouts. And, each of your members automatically receives at no extra charge accident and general liability insurance. With every participant in your club having membership in AAU, you are assured you and every one of your players are protected. For athletes, membership is as low as $12. For $2 more, an Extended Benefit membership is available. That Extended Benefit membership follows you to non-AAU events, including the insurance benefit. Membership for coaches is $14, or $16 for the Extended Benefit.

Ask the other organizations what benefits are included in their fee structure. What events do they offer? Do they offer league play? Is so, how is it managed? If they provide you with insurance coverage, ask how you prove a player was on your team if a claim is filed, and if you add a new player after you register your team for the first time, how does that player get added to the policy?

The insurance that you are given with your AAU membership covers damage to premises rented by you, sexual abuse allegations, dental injuries, protection for your volunteers, officials, event operators, and sponsors, and so much more. Be sure to ask the provider of whatever insurance you carry as a team exactly what coverage you have. Be proactive; don't wait until a claim is filed to find out.

This is YOUR Organization

It is its membership that governs the AAU. As an AAU member, you participate in the election of your leadership from the district through the executive level. This allows you to make changes in the state/district/national officials if you are unhappy with the way the organization is being run. With a Club Level 2 or 3 membership, your club can sanction and host AAU events for only $50/day with a $350 cap on events that are more than seven days. There is no per-team fee due from the host. Your club can actually become a tax-exempt, non-profit organization under the AAU umbrella with a Club Level 3 membership. Ask other organizations whether you get a voice in the leadership of their program. Ask if you can host your own events under their organization and if so, what is the total cost? Ask if you can become a 501(c)3 non-profit under them. In fact, ask if ***they*** are a non-profit organization.

The Bottom Line

For a club with twelve athletes and three coaches, the total cost of membership in the AAU is as low as $216 including your insurance, ability to participate in all events, a voice in your governance, and all the other outstanding benefits AAU brings you. Memberships are valid September 1 to August 31.

Apples or Oranges?

When you consider everything that is included with an AAU membership vs. what other organizations offer, there is simply no comparison. The "best" is actually *less* expensive than "the rest".