



Amateur Athletic Union (AAU) Special Congress | June 6 *Leaving a Lasting Legacy*

PURPOSE

For 135 years, the AAU has set the standard for the youth sports industry. Since 1888, we have provided sport participation opportunities to millions of America's youth. Our legacy is unparalleled and unmatched by any of our competitors in the industry today. Thanks to the decisive efforts of AAU leadership, we will continue to build on this tradition in the years to follow.

The AAU is at its strongest when we come together collectively, engage in discussion, and debate, and ultimately move forward, as a united body, to implement the necessary changes for the good of our membership and the Union entrusted to us.

We are at another milestone moment in our organization's history. President Jo Mirza and the rest of the AAU national officers want to thank all the AAU leaders who took part in the Special Congress on June 6, 2023.

The actions approved by Congress have laid a solid foundation on which we build the AAU's next 100 years of serving America's youth athletes and adhering to our mission of "Sports for All, Forever."



SYNOPSIS

The following info serves as a summation of the actions taken by the Special Congress held on June 6, 2023 in Orlando, Florida.

AAU FEE STRUCTURE

The youth sports industry, as well as society as a whole, has seen the cost of doing business rise exponentially since the last time the AAU raised its membership fees in 2012. The AAU national office can no longer afford to subsidize the numerous business-related expenses needed to successfully host AAU events across the country each year.

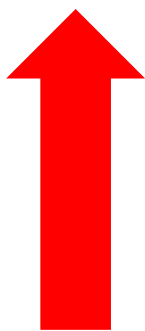
Over the last decade the normal cost of doing business, insurance coverage, the cost of daily operations, medals, t-shirts, facility usage has all risen considerably. Furthermore, in order to adequately protect the AAU, we had to add expensive, but necessary, insurance coverages such as cyber and media insurance.

2002: The last increase for national AAU to use for national programs.

\$10.00 → **\$12.00**

2012: The last increase in membership fees was more than a decade ago. The national office did not see any additional revenue from this increase. This increase was split between the Districts and the background screening services.

\$12.00 → **\$14.00**



**DOING BUSINESS IS MORE
EXPENSIVE THAN IN 2012:**

**COST US 5X MORE TO
DO BUSINESS IN 2023**








2024 MEMBERSHIP YEAR

The members of the Special Congress convened and addressed the urgent need to raise membership fees. This body of AAU Leadership took decisive action, and **have unanimously approved a new membership fee structure to begin with the 2024 AAU membership year.**

Please note, even with this fee raise, the AAU still offers one of the lowest, if not the **lowest athlete membership fee**, in the youth sports industry today. For little more than the cost of a meal from any fast food franchise, your athletes have the opportunity to participate in 45 AAU sports and multiple opportunities to compete in AAU licensed events. **This new membership fee structure will begin in 2024 AAU membership year.**

YEAR	MEMBERSHIP CARD A	MEMBERSHIP CARD AB
2024	\$20.00	22.00

WHY THIS CHANGE MATTERS

	SURVIVAL: CONTINUE TO ADAPT OR THE AAU WILL BE NO MORE
	DIVERSIFY: DON'T RELY ON A SINGLE EVENT OR ENTITY FOR OUR EXISTENCE
	INVEST: WE NEED TO INVEST \$\$ INTO OUR SPORT COMMITTEES
	FUND: CREATE A SPORTS DEVELOPMENT FUND THAT SPORT COMMITTEES CAN UTILIZE FOR GROWTH AND EXPANSION
	EVENT HOSTS: INVEST IN OUR EVENT OPERATORS TO SUPPORT THEIR EFFORTS AND ASSIST IN THEIR CONTINUED SUCCESS
	FOUNDATION: ENSURE THAT WE HAVE A HOME FOR YEARS TO COME
	LEGACY: IT IS OUR DUTY TO LEAVE A LASTING LEGACY FOR THE NEXT 100 YEARS

ENHANCED BACKGROUND SCREENING

The AAU continues to set the standard for safety in youth sports. As the first organization in the industry to require mandatory background screening for coaches in 2012, the AAU remains committed to providing a safe and healthy environment in which youth athletes can thrive.

In order to continue to provide the highest available level of protection, AAU is enhancing its background screen process. This will take effect **starting in the 2024 AAU membership year (beginning August 15, 2023)**. It will include the maximum level of searchable categories available in the background screening process. This will upgrade AAU's background screening to the highest level currently available in the industry.

Beginning **August 15, 2023**, the new AAU non-athlete memberships: options will be as follows:

- **\$75** for a 2-Year Non-Athlete Membership*
- **\$55** for a 1-Year Non-Athlete Membership

Members will save **\$35 if they purchase a two (2) year membership*

Please note that even with this fee increase, AAU's non-athlete (coach and officials) membership is still **considerably lower than that of our major competitors**.

The AAU's top priority is always the protection of our athletes. In reality, this fee is the comparable to the cost of attending a movie. Even with the approved price increase for AAU non-athlete members beginning in the 2024 membership year, the AAU **remains the best membership value in the youth sport industry and costs less than our competitor's pricing**.

HOUSEKEEPING ITEMS

From time to time, it is necessary to review the AAU Codebook national policy section for any housekeeping-type items that may need to be revised to be more fully refined or understood. The national policy section is included in the AAU Codebook to provide guidance and clarity on various AAU organizational items and does not require a vote by Congress to update. These periodic adjustments serve to ensure our policies and protocols remain relevant to conducting the business of the Union.

During the Special Congress session, national policy updates passed at the AAU Board of Directors meeting in March 2023 were relayed to those in attendance. These updates were made to nomination and election procedures and national sport committee policies.

*Please refer to the **AAU National Policies section of the AAU Codebook for more information.** ([Click Here](#))*

AAU EVENT LICENSING AND STRUCTURE

While AAU membership is a key tenant of the AAU organizational structure, events are the core of the AAU. We are an event-based organization that licenses thousands of events across the country each year. We raise tomorrow's leaders on today's playgrounds by offering **AAU event operators the support and tools they need to continue to be successful in hosting events.**

With this in mind, President Mirza and the national officer group announced that starting in the 2024 membership year, the national AAU will not charge for event licensing anymore. We want event operators to license all their events with the AAU.

FREE LICENSING

More Events = More Memberships

FIVE (5) CERTIFICATES WILL BE INCLUDED WITH EACH LICENSE AT NO CHARGE.



LEAGUE LICENSES

Leagues that license with AAU will **receive one (1) certificate per 100 athletes at no charge.** This is a game changer. By investing in the financial success of our event operators, the AAU will create more new events, grow existing events and ultimately provide better value for all our AAU members.

LEAGUES WILL RECEIVE ONE (1) CERTIFICATE PER 100 REGISTERED ATHLETES AT NO CHARGE TO THE



AAU SULLIVAN AWARD | Sept 19th at New York Athletic Club

The AAU Sullivan Award has been given out since 1930 to the nation's best collegiate or Olympic-level athlete. It has been presented annually by the AAU since 1930 as a salute to founder and past president of the Amateur Athletic Union, and a pioneer in amateur sports, James E. Sullivan.

Based on the qualities of leadership, character, and sportsmanship, the AAU Sullivan Award goes far beyond athletic accomplishments and honors those who have shown strong moral character as well.

On September 19th, 2023, this year's ceremony will return to the New York Athletic Club for the first time since 2018.

Past winners include: Bobby Jones (1930), Doc Blanchard (1945), Wilma Rudolph (1961), Bill Bradley (1965), Mark Spitz (1970), Bill Walton (1973), Bruce Jenner (1976), Carl Lewis (1981), Joan Benoit (1985), Janet Evans (1989), Peyton Manning (1997), Michelle Kwan (2001), Sarah Hughes (2002), Michael Phelps (2003), Tim Tebow (2007), Shawn Johnson (2008), Missy Franklin (2012), Carissa Moore (2021) and many more.

Donations in support of the Sullivan Award can [be made here](#).



INTELLECTUAL PROPERTY PROTECTION

President Mirza touched on the importance of protecting the AAU brand and why it is imperative that all AAU leaders take part in its protection.

NEW REGISTRATION PLATFORM

President Mirza provided an update on the new registration platform being worked on with our new website development partners.

2023 AAU LEADERSHIP CONFERENCE

Caribe Royale Orlando, 8101 World Center Drive, Orlando, FL 32821



Join us for the **2023 AAU Leadership Conference** in Orlando from October 20th through 22nd in Orlando, Florida as we meet to exchange and discuss new ideas and initiatives, receive continuing education information, and overall conduct the business of the Union.

Reservations Link - [Click Here](#)
(Cut-off Date: September 29th)

- Friday, October 20th** AAU Gussie Crawford Lifetime Achievement Award
- Saturday, October 21st** Educational sessions including 501c3 overview, safety of athletes, succession plans and team building sessions.
- Sunday, October 22nd** Sport and Administrative Meetings

