



## **Affinity Programs Policy**

The purpose of an affinity program is to generate non-dues revenue for WAFP. Non-dues revenue programs are generally in the form of affinity programs. These programs generally return a portion of sales of a service or product to the Academy. The product or service purchased by the member is generally at a lower rate than the member can purchase the product on his/her own. By offering an affinity program, the WAFP acknowledges that revenue for the Academy is generated by such sales. The WAFP also discloses that the WAFP has a non-dues revenue generation relationship only with the affinity program. The WAFP also does not endorse any of the product or services available as affinity programs.

Affinity programs that offer Wisconsin Academy of Family Physicians (WAFP) members options in benefits will be supported through web-based and membership advertising after board approval. WAFP will disclose any financial relationships with Affinity Programs on the WAFP website.

Approved by Wisconsin Academy of Family Physicians Board on September 12, 2009