**Income-Reduced Pricing for Memberships**

**Average Income for Seniors in South Dakota:**

* The [average retirement income](https://smartasset.com/retirement/average-monthly-retirement-income-by-state) in South Dakota is approximately $24,020 annually.
* The [average Soal Security benefit](https://www.americashealthrankings.org/explore/measures/poverty_sr/SD) for a retired worker is about $1,837 per month, totaling $22,044 annually.

**Recommended Income-Eligible Reduced Membership Rate:**

A **sliding scale fee structure** is an effective approach to accommodate members with varying income levels. This model adjusts membership fees based on an individual's ability to pay, ensuring inclusiveness.

**Proposed Sliding Scale Model (based on adjusted income – not gross income):**

* **Income Below $20,000:** Offer a 50% discount on membership (e.g. Social Fit or Active Fit would cost $5/month).
* **Income Between $20,001 and $25,000:** Provide a 30% discount on membership (e.g. Social Fit or Active Fit would cost $7/month).
* **Income Between $25,001 and $30,000:** Apply a 15% discount on membership, (Social Fit or Active Fit would cost $8.50/month).

**Implementation Considerations:**

* **Verification:** Establish a confidential process to verify income, such as providing tax returns or Social Security benefit statements.
* **Communication:** Clearly inform potential members about the reduced rates and application process.
* **Review:** Regularly assess the sliding scale model to ensure it meets the needs of members and aligns with the organization's financial goals.