

## New Member Referral Program

March 15th, 2010

**Network...Network....Network**

**PROGRAM: Referral Incentive:** A current member providing 3 documented, qualified referrals that convert to 3 new members in a 24 month period\* will receive the incentive discount of \$255.00 upon renewing their membership. The credit will be available as soon as the new members have paid in full for their annual dues.

**Retention Bonus:** When the 3 qualified new members renew their membership the following year, the referring member will receive a second incentive discount of \$127.50 upon renewing their membership. This bonus is only for the second year of membership.

**PROCEDURE:** Members must have had established a personal contact to encourage interest in the Branford Chamber. Chamber President will contact prospect and “close” the membership utilizing your third party influence.

Members **must** send an email referral of potential new members to; [referral@branfordct.com](mailto:referral@branfordct.com) . **Do not expect to receive any incentive if an email is not sent to [referral@branfordct.com](mailto:referral@branfordct.com) prior to the Branford Chamber President contacting the prospect.** Do not call the Chamber office.

Email referrals will be received by the President and copied to the membership committee chairs.

Referral must be received prior to the prospect joining. No credits for past referrals.

The totals for the referrals converted to new members will be tallied by Chairpersons of the membership committee. Chairpersons must have a copy of the original email for a credit to be applied.

### **GOAL:**

1. To provide an incentive to encourage current members to reach out to their personal and professional networks and provide qualified referrals to the Branford Chamber.
2. To encourage the members to remain connected to these referrals, mentor those they referred and, providing a framework to retain the new members.

\* 24 month period start date is as soon as the first referral pays in full for their annual dues. Should a member choose to “cash out” versus work toward the 3 referrals they can take a \$25.00 credit for 1 referral or \$100.00 credit for 2. No retention bonus can be earned if the cash out is chosen. Without the third party referral influence credit maybe with held.