

### **Member Referral Program (All Members):**

**Directive:** To incentivize the membership to drive new members to join the SBAC.

#### **Rewards:**

1. Every new member referred reduces the cost of annual membership by 10% of annual member dues.
2. If a member brings in 10 new members per year, they are to receive a free annual business membership.
3. Program does not apply to upgrades in membership – only new-new.

#### **Measurables:**

1. New membership via referral
  - a. Custom Field on registration page on Neon.
  - b. “Other” Selection only – to be followed-up with by Remi.

### **Membership Leaders (Formerly Chapter Leaders):**

**Directive:** To incentivize current Leaders to have new members sign-up via Leader Events. If a member of your group refers a new member, it counts towards your goal as well.

#### **Rewards:**

1. Every new member referred reduces the cost of annual membership by 10% of annual member dues.
2. If a Leader refers 10 new members, they are to receive a free ticket to the AA Event.
3. Participation in “Leader of the Year” award to be given at the AA Event.
4. Leader of the Year to receive two free tickets to the AA Event.

#### **Measurables for Leader of the Year award:**

1. Total New Members
2. Percentage of Growth
3. Participation
4. Voted on by executive committee

Leader Groups measurables to be determined by the history of performance of each event (average attendance in last 6 months)

#### **Small Chapter Characteristics:**

- Under 8 attendees per meeting

#### **Medium Chapter Characteristics:**

- Between 8-15 attendees per meeting

#### **Large Chapter Characteristics:**

- Over 15 attendees per meeting