



Millard Business  
ASSOCIATION

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Connecting People, Business, and Community

### Referral Incentive Program

#### Objective:

The objective of this program is to help increase Full Memberships for Millard Business Association (MBA) by incentivizing members with Full Membership status for their referrals.

#### Program:

Each new Full Membership or two MBYP Memberships that the MBA acquires from a current member's referral will count as one unit towards the Referral Incentive Program for the referring member. Once the member achieves three referral units that member will earn a free year of an MBA Full Membership. The free membership will be applied automatically to that member's next renewal period.

A current member may accrue up to a maximum of three years of free full memberships at any time. Once the member has reached the maximum number of memberships, the member would not be able to accrue an additional year until one of the free memberships has been used.

#### Program Outline:

1. Membership types and their unit value:
  - Full Membership = 1 unit.
  - Associate Membership = 0 units.
  - MBYP Membership = ½ unit.  
*(Full Member must refer two MBYP Members to accrue 1 unit.)*
2. 3 units = 1 free Full Membership.
3. Only 3 Full Memberships may be accrued at a time.  
*The earning member will need to use one of their 3 memberships before they can refer to earn another free Full Membership.*

#### Program Guidelines\*:

1. A new member will need to meet one of the following guidelines:
  - The member has never had an MBA membership.
  - If they are a former member, their membership will have lapse for one year or more.

2. The referring member will have a Full Membership, not an "Associate" Membership, in current and good standing to qualify.
3. An "Associate" or "MBYP" member will need to sign up and pay for a Full Membership to qualify.
4. Once the incentive is achieved, the incentive is automatically applied to that member's following year renewal. The member does not have the ability to choose when the incentive is used.
5. The referring member cannot accrue more than three years of free Full Memberships at a time. The accrual will stop until one of the free Full Memberships has been used. The member will then be able to accrue one more year.
6. The new member referral unit can only be designated to one current Full Member. The unit cannot be split between two current Full Members for credit. In the event two or more current Full Members refer a Full Member or MBYP Membership, which is indicated on the member application, the new member will have to decide who gets the unit value. If a decision cannot be made, then the unit value will not be awarded to either of the current members.
7. A free Full membership that has been earned cannot be converted and redeemed for an equivalent amount in cash.
8. A free Full membership cannot be designated to another member.
9. The free Full Memberships earned belong to the individual or entity that paid for the membership.
10. All free Full Memberships accrued are subject to Board Member approval.
11. All Full Memberships follow the business unless paid by the individual.

\*All Program Guidelines are subject to change at any time.