

2015 Badger Kart Club Membership Referral Program (3 year plan)

Goal

Hit over 200 weekly championship race entries by the completion of the 2018 season.

Current Situation

Over half of the current membership came via an existing member referral.

Strategy

Put a plan in place that empowers and rewards current members to recruit new members.

Tactics / Incentive

Award free membership the following year to any member that refers a member that signs up*

Award 5 free pit passes to referring member once referred member has competed in 2 championship races

Award an additional 10 free pit passes to referring member once referred member has competed in 8 championship races.

No limit to the number of referrals. If you refer more than one membership*** you get the list above multiplied by the # of new members.

Measurement

Every new member that joins the club is called by Al or Ben and asked if they were referred by a current member. If they were, they are put in the system for tracking against the referred member.

Yearly analysis of race participation and new member sign ups that are linked to the award program.

Review and tweak system on a yearly basis.

*Awarded for first referred member only. Club will assign membership value in practice passes if more than one member is referred.

**Not transferable

***Membership = a membership form. A family membership carries the same reward as a single membership.