

Guidance on use of the Refer a Friend Scheme

The Refer a Friend Scheme is the Society's way of saying thank you to members who have recommended us to someone they know. The different levels of the Scheme acknowledge those who are continually spreading the word with people they meet.

The Scheme has proven to be our most successful way of growing the Society over many years and it is wonderful to think our members find it rewarding and easy to spread the word about the benefits of being an Oddfellows member.

Unfortunately, there have been some instances of the Scheme not being used as intended. These guidelines aim to clarify the purpose of the Refer a Friend Scheme, how it should and shouldn't be used and what will happen in instances of misuse or suspected misuse. The aim is to ensure the Scheme remains sustainable, provides a clear process and importantly makes sure those members that are referred are protected from feeling any pressure to join.

How the Refer a Friend Scheme should be used

An enquirer or new member should only be marked with a Referrer's details if they knew the Referrer before making contact with the Society.

For example:

A member suggests to their friend that has never heard of the Oddfellows that they might want to give it a try.

Or

A member meets someone in a café and gets talking to them. The Oddfellows comes up in conversation and they say they'd like to come along to an event with them.

How the Refer a Friend shouldn't be used

The Scheme looks to reward people that bring new members who wouldn't have otherwise known about the Society.

Although the warm welcome that other members, staff and volunteers give prospective members is often the reason they join, this doesn't mean that person is their Referrer.

For example:

Someone hears about us through Facebook and comes along to an event. They meet a member and hit it off and that great experience is the reason they join. This new member has heard about and subsequently joined the Society because of hearing about us through Facebook and is not a Referral.

Or

A social volunteer contacts prospective enquirers and arranges for them to come to an event. If the prospective member has heard about us through other means, then this is not a Referral.

Instances of misuse

The Society reserves the right to investigate and take action when there are instances of misuse of the Refer a Friend Scheme.

Instances of misuse include:

- Using a paid or voluntary role to boost personal or Branch Referrals through identifying a new member as a Referral, even if they had found out about the Society via other means.
- Prospective members reporting or insinuating feeling pressure to join or put pressure to put a member down as a Referrer when they don't feel comfortable doing so
- Verbal abuse or inappropriate pressure to the administrators of the Scheme.

Misuse may be investigated and evidenced using data or by the Membership Services department contacting a member.

When misuse is found or if it is strongly suspected, the following action will be taken:

- In the first instance, the Referrer's Branch will be informed with details about the instance(s) of misuse and ask that this is raised with the Committee of Management.
- The Committee of Management will be asked to intervene and remind the member about what is and isn't a genuine Referral.
- If there are further instances of misuse, the Referrer and the Branch will be informed that they are no longer able to Refer via the Scheme or receive any associated rewards.

The Society acknowledges that misuse of the Scheme is often not intentional and would like to reassure Branches and members that these matters will be handled sensitively.

Should you have any questions about the Refer a Friend Scheme or anything outlined in this document, please contact the Membership Services Department on **0800 028 1810** or email membership@oddfellows.co.uk

To review the terms and conditions of the Refer a Friend Scheme, visit: www.oddfellows.co.uk/refer