

Member Referral Drive

Objective:

To increase the NGO's membership base by encouraging current members to refer new individuals through a structured and incentivized referral program.

Key Activities:

- Referral Program Design
- Launch the Program
- Tracking and Monitoring
- Incentives and Recognition
- Feedback and Evaluation

Implementation Timeline:

- Week 1: Design the referral program and set up tracking systems
- Week 2: Launch the program and start promoting it to existing members
- Week 3-8: Run the referral drive, monitor progress, and engage with members
- Week 9: Review results, reward participants, and gather feedback.

Expected Outcome:

A steady increase in the number of new members.

Increased engagement from current members who actively participate in the referral program.

Budget:

A minimal budget is needed, primarily for the rewards and any promotional materials. The program can be scaled according to the resources available.