



Friends of Friends Referral Program

Overview

NTEN is committed to providing a meaningful and sustainable learning experience for the nonprofit community through the annual Nonprofit Technology Conference. With each additional attendee, we have a larger impact on the field and grow closer to achieving financial independence for the event.

We know that the single biggest reason people attend the Nonprofit Technology Conference (NTC) is the recommendation of a colleague or friend. To acknowledge this word-of-mouth (and mouse) promotion, NTEN created an **NTC Referral Program**, and we are inviting you to participate. The conditions of this program are detailed below, but feel free to contact us if you have any questions.

How does the Friends of Friends Referral Program work?

The NTC registration system will track referrals in a special field in the conference registration process. People referred by you should choose your organization's name in this field when they sign up for the conference. Your organization must be an NTEN organizational member to participate in this program, and you must be signed up by **January 15, 2008**.

What do you get?

The referring organization will receive **1 free 2008 NTC registration** for every 10 paid first-time NTC attendees. These credits can only be applied to the 2008 NTC in New Orleans, are non-transferable, and can not be redeemed for cash. A maximum of 5 free NTC registrations will be awarded per participating organization.

What do you have to do?

Get people's attention! Referral program participants should send at least one dedicated email regarding the NTC to their opt-in contact base at least 8 weeks prior to the conference. A copy of this email must be sent to anna@nten.org at the time of its distribution. Use of the sample text below is encouraged, but please feel free to personalize your message.

Spamming

You hate spam; we hate spam; so don't spam! You may only send a referral to people who have opted to receive communications from you or are in your employees' personal networks. Any report of unsolicited referral email in volume will result in immediate cancellation of the referral program credit.



Friends of Friends Referral Program *Agreement*

1. Contact Information

Contact Person _____

Title _____

Name of Org _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Website _____

2. Rules and Limitations

- Credits can be applied only to the 2008 NTC in New Orleans.
- Credits are non-transferable.
- Credits cannot be redeemed for cash.
- Fewer than 10 registrations will not result in partial credits.
- A maximum of 5 free NTC registrations will be awarded per participating organization.
- Program results will be shared with participating organizations within 90 days after the NTC, and credits will be issued at that time.
- If a referred attendee cancels their registration at any time, the referring organization will not get credit for that referral.
- Only current NTEN organizational members are eligible for this program.
- All participating organizations must be signed up by January 15, 2008.
- There is no penalty for failing to register 10 people.

3. Spamming

No spamming or bulk emailing is allowed. You may only send a referral to people who have opted to receive communications from you or are in your employees' personal networks. Any report of unsolicited referral email in volume will result in immediate cancellation of referral program credit.

4. Contract Acceptance

Organization acknowledges that duly authorized representative of the Organization has read and understands the provisions of this agreement and acknowledges and agrees that the Organization will be bound by them.

Agreed and Accepted by Organization:

By _____ Date _____

Printed Name _____

Title _____

Accepted by NTEN:

By _____ Date _____

Printed Name _____

Title _____

5. Instructions

Please sign this Agreement and fax this form to NTEN at 415.814.4056. Your placement is not guaranteed and no benefits will be granted until counter-signed agreement is returned to you.



Friends of Friends Referral Program *Sample Message*

<SUBJECT> Join <<ORGANIZATION>> at the 2008 Nonprofit Technology Conference – 3/19 to 3/21

Dear <FIRST NAME>

I'm writing to let you know about an exciting event that I'll be attending this Spring, the Nonprofit Technology Conference (NTC), which will be held March 19-21 in New Orleans. It's one event you can't afford to miss!

Presented by the Nonprofit Technology Network (NTEN), the NTC is the only conference out there that successfully blends meaningful opportunities for learning with effective professional networking and the one thing no one expects to find at a conference – fun!

At the 2008 NTC, you'll be able to choose from over 50 breakout sessions on a wide range of topics, explore nonprofit technology solutions at the Science Fair, share your expertise with a local nonprofit during the Day of Service, and meet your colleagues and peers during the many social activities.

Learn more about what the conference has to offer at: www.nten.org/ntc

If you do choose to register, please reference <<ORGANIZATION>> as your "Source Code" when you fill out the online registration form.

What will you get out of the NTC?

<> Nonprofit Management, Development, and Program Staff will learn how technology can help you save money, raise money, and serve your constituents more effectively.

<> Nonprofit Technology Staff (whether you're formally trained or an "accidental techie") will learn how to implement proven technologies, what cutting edge tools will be available soon, and how to work with management as effectively as possible.

<> Circuit Riders and Consultants will learn how to make the biggest impact with your clients, about the most effective technology implementations, and what's on the horizon.

Join over 1000 of your colleagues and peers this March! And subscribe to the NTEN mailing list for more updates:

<http://nten.org/signup>

I hope you'll be able to join us for a productive and fun-filled event!