

# *Referrals for Nonprofits*



*Based on the Methodologies  
used by Business901*

## Why a Referral System?

- ✓ Reward your present stakeholders
- ✓ More qualified prospect
- ✓ Promotes stakeholder loyalty
- ✓ Gain credibility from referrer
- ✓ More reasons to talk to stakeholder
- ✓ Reduce cycle time
- ✓ Makes it easier to call prospect



# What type of Prospect are you looking for?

- A prospect that you call and is not in?
- A prospect that you call and ask will you just send the information?
- A prospect that says you are the 5<sup>th</sup> person today looking for a handout?
- A prospect that says call me in a month?
- A prospect that says he gave at the office?
- Or a \_\_\_\_\_(Please e-mail with your favorite)



**But the question you must ask yourself is..**

**What are you Asking for?**

**&**

**How can you change it?**



# What if you....

- knew how to get referrals without even asking for them
- could guarantee every new donor generates referrals for you
- referral system was the cornerstone of your fundraising efforts
- could get your referral sources excited about providing referral
- found other, more established, businesses to partner with.
- had an army of other people & businesses referring for you
- had referral letters you can cut and paste



## **You must adapt these Principles**

Create a referral target market(s)

Identify your ideal referral client

Create and communicate your core referral message

Design a referral education system

Outline your referral lead offer and system

Create a referral conversion strategy

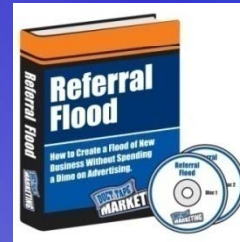
Identify a referral follow-up strategy



# Develop your Referral for Nonprofit System

and put a program to work for your organization. Coach Services and the Referral Flood product are designed to give your organization a simple, effective and affordable approach to building your **Referral for Nonprofit System**.

**Referral Flood** - How to create a flood of new business without spending one dime on advertising. Every organization I know admits that they got started this way...yet not a single one understands and uses the power of this marketing method.



One on one or group coaching meetings with feedback on submitted material to guide you through the creation and implementation of your Referral for Nonprofit system..



## Week by week schedule:

- 1 - Introduction, goal setting and action plan for the program.
- 2 - Define Target Referral Market and Ideal referral client.
- 3 - Create core referral message, offer and referral education system.
- 4 - Create referral marketing tools and follow-up system and implementation action steps.



Retain *Business901* to work with you to create, install and implement your Referral System. Using the Referral Flood Program as a guide, we will create a powerful referral plan, including an action plan, schedule and budget for implementing your plan.

Download your Referral Guide

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