

## Refer a Friend Incentive Program Details

### Defined Terms:

- Referrer: existing or new donor who is conducting the act of referring.
- Referred Contact(s): person(s) who is being referred.

### Objective: ReferAFriendProgram\_TermsAndConditions.pdf

- Referral marketing attracts loyal and more satisfied donors. This program encourages existing and new donors to refer their friends, family, colleagues, and peers to join the donor pool.

### Terms & Conditions:

#### Program Period:

- The Refer a Friend Incentive Program will be a long-term program that will be active starting on the date of IRB approval.

#### Eligibility:

- The Referrer must be an existing and in good standing (at discretion of site team) member of the Donor Program to make a referral.
- The Referrer can refer an unlimited number of Referred Contacts and each will be deemed a valid entry, provided that:
  - The Referred Contact(s) is not already an existing donor
  - The Referred Contact(s) has not already been referred by someone else
  - The Referred Contact(s) qualifies for the Donor Program.
- A Referred Contact is deemed “qualified” if they meet both of the following criteria:
  - A) The Referred Contact qualifies lead vetting process.
  - B) The Referred Contact passes the on-site screening exam.
- Referrers and eligible Referred Contacts will be required to complete a W-9 based on federal requirements.
- Referred Contacts will be required to provide their full address and verify their identity by providing a government issued ID/Passport for review.
- The Referrer may also be required to provide additional documents required for tax withholding purposes.

#### Disqualification from the Program:

- At employees' discretion, Referrers who provide an excessive number of unfit or unqualified Referred Contact(s) may be disqualified from the Refer a Friend Program.

#### How to Enter:

- The Referrer will instruct their Referred Contact(s) to complete the "Become a New Donor" online screening form via [www.discoverydonorcenter.com](http://www.discoverydonorcenter.com)
- The Referred Contact(s) must be deemed qualified through internal lead vetting and determined to be eligible for an active collection protocol via their on-site screening appointment.
- Referred Contact(s) who are deemed not qualified through internal lead vetting or are determined NOT eligible for an active collection protocol via their on-site screening appointment are not eligible for this program.
- At the end of their on-site screening appointment (during checkout), the employee performing check out will inquire with the donor whether they were referred.
  - If yes, the Referred Contact should state the Referrer's name at this time.
- The site team will track the Referred Contact and Referrer's name on a working spreadsheet.

#### At the end of each month:

- The site manager will pull a report from the working spreadsheet of Referrers with the number of their associated Referred Contact(s).
- Each Referred Contact's eligibility status will be verified (as outlined above) to confirm qualification for this program.
- Compensation (as outlined below) will then be provided to the Referrers.

#### Compensation:

- Referrers will be compensated \$50 for each qualified Referred Contact.
- Compensation will be provided in the form of electronic payment sent via email and/or text to the Referrer's email address or phone number listed on file and will include the total number of referrals summed into one payment.
- Payment to Referrers will be sent out at the beginning of the following month.

#### Prohibited by this Program:

- Use of the Refer-A-Friend program for any purpose that is unlawful or prohibited by these Terms.
- Use of the Refer-A-Friend program to send altered, deceptive or false source-identifying information or spam, including but not limited to sending out junk emails with the referral link.