

2025 HBA Referral Rush Week

During Referral Rush Week, we challenge all members to help grow our HBA community by reaching out to potential new members. Member points and prizes are at stake! Find out more below.

Goals:

- We CHALLENGE **every** HBA member (business) to bring in ONE new member!
- Our **GOAL** is to increase our membership by **25 members** – we can do it!

Key Definitions:

- **Referral Rush Week:** A week dedicated to active recruitment for HBA growth.
- **Member:** A business with an HBA membership in good standing. Note: Individual owners/employees can earn individual prizes as well as prizes for their member business.
- **Prospective Member:** Any business that can be identified as a potential HBA member.
- **Qualified Referral:** A business that submits a **completed membership application and payment**.
- **New Member:** A qualified referral that completes all application requirements and is accepted into membership by the HBA Board of Directors. **Current members receive 1 BONUS member point (in addition to the 2 points already awarded for each New Member recruited) for each New Member recruited by the June Board of Directors meeting (June 10).**

Official Contest Rules:

1. **Eligibility:** All current HBA members are eligible to participate.
2. **Referral Submission:** A referral submission provides documentation of interested prospects for follow up.
 1. For a referral to “count”, it must be submitted through the referrals via the “Submit a Referral” button found at **hbaspringfield.com/membership-referrals**. All required fields must be completed.
 2. An official referral is one in which the referee (you) has already communicated with the prospect about the benefits of joining the HBA.
 3. For the purposes of Referral Rush Week, a referral submission should only be completed for a business that has expressed interest in joining the HBA.
3. **Qualified Referral:** A referral is considered "qualified" when the referred business submits a **completed membership application and payment**.
 1. A referral submission may be **bypassed** if the referred business completes an application.
 2. ***Hint: Make sure YOU (and your business) are listed as the sponsor on the application!***
 3. For the purposes of Referral Rush Week, qualified referral of a business will cancel out any referral submissions for that business.
 4. Because there is a process for HBA acceptance (We don't allow businesses to come walk in the door and sign up with no vetting!), the **GRAND PRIZE** deadline is **June 4 to allow applicants to complete the full process**.

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Prizes & Incentives:

Note: There are overall prizes and prizes for the May 8 Call-a-Thon.

- **Grand Prize:** Awarded to the member whose recruitment efforts result in the most NEW Members by **June 10** when the HBA Board of Directors will vote in new members.

****ONE FREE YEAR OF HBA MEMBERSHIP + 5 BONUS Member Points****

- **Runner-Up Prize:** Given to the second-highest referrer of NEW member.

****ONE HALF PRICE MEMBERSHIP RENEWAL + 2 BONUS Member Points****

- **Instant Reward:** Any member whose efforts result in at least one NEW Member receives

****\$50 DISCOUNT ON NEXT MEMBERSHIP RENEWAL****

- **In-Person Call-a-Thon Prizes on May 8:**

With advanced communication, individuals may work remotely. Select prize eligibility only for in-person participants.

- Any individual who makes a minimum of 5 calls will be entered in a raffle. Winner will be notified after Call-a-Thon conclusion. *(For this prize, calls **must** be made at the HBA office.)*

****\$200 Visa gift card****

- **ANY** individual whose efforts result in at least 2 Qualified Referrals *(This can be a combination of Qualified Referrals and Referral Submissions. 3 Referral Submissions are equal to one Qualified Referral. Eligibility for both in-person and remote participants.)*

****\$50 Visa gift card****

- Each hour, an **in-person** Call-a-Thon participant will be eligible to win a ****Raffle Prize****. *(Must be present at the time of the drawing.)*
- **Exclusive Referral Rush Perks for New Members:** During Referral Rush Week, applicants will have their **\$25 application fee waived** and receive **\$100 in credit** toward future HBA invoices after HBA acceptance.

