



BabyRead Family Referral Incentive Program

Incentive Program Objective:

Provide a tangible incentive that encourages current and former BabyRead families to refer other family members, neighbors, and friends to become new family members of the BabyRead community. Since BabyRead's mission is to raise literacy levels of children from low-income families in Oconee County, this program offers an incentive to recruit potential BabyRead families from people they are familiar with. The new family must meet the criteria of infrequent reading and/or few books in the home.

How the Incentive Program Works:

BabyRead readers communicate this incentive program to their families. Details are also advertised on the BabyRead website. BabyRead provides a \$50 gift certificate to the referring BabyRead family when the new family completes three **in-person** reading sessions in the first two months of their participation in BabyRead. The new family referral can be another family member provided they do not live at the same residence.

What the Referring Family Must Do:

- Notify their reader that they are referring a new family to BabyRead and provide the new family's name and phone number.
- Assist the reader in BabyRead's attempts to contact the new family, if required.

What the BabyRead Administrative Staff Must Do:

- Family Reader for the Referring Family must:
 - Provide information about the New Family Referral program to their assigned family.
 - Forward new potential family information (name, phone number) to Shelly Barber, the New Family Sign Up Coordinator (864 256 7010; shellybarberpt@gmail.com)
 - When notified, keep their family informed about status of the potential new family.
 - Ask for the family's assistance in contacting the potential new family, if required.
- BabyRead New Family Sign Up Coordinator and Reader Assignment Coordinator must:
 - Follow the normal procedures for contacting new families and getting a reader assigned.
 - New Family Sign Up Coordinator contact the referring family if unable to contact the potential new family. If ultimately unsuccessful, notify the appropriate BabyRead staff that the new family recruitment was unsuccessful.
- Family Reader for the Newly Recruited Family must:
 - Keep Carol Engle, the Reader Assignment Coordinator, advised about reading session progress. (912 577 0222; cengle640@gmail.com)
 - Notify Marriann Cole, Incentives Program Coordinator, when the incentive criteria is met. (630-564-5573; marrianncole@gmail.com)
- Incentives Program Coordinator will:
 - Send a \$50 gift certificate to referring family, as part of this Referral Program incentive
 - Send a \$40 gift certificate to the new family, as part of the New Family In-Person incentive