



*ERPP*<sup>TM</sup>

# ENGAGIFII REFERRAL PARTNERSHIP PROGRAM

Building strategic partnerships that generate value.



# Overview

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# Introduction to the ERPP™

The Engagifii Referral Partnership Program (ERPP™) is designed to build long-term strategic partnerships with associations. By referring organizations within your industry, state, or network to Engagifii, your association generates recurring non-dues revenue while expanding access to proven technology solutions.



# Benefits of the ERPP™

## Recurring Non-Dues Revenue

- Earn a percentage of ARR from each referred customer
- Continue earning referral revenue on renewals for active customers
- Higher referral percentages when earnings are applied toward Engagifii upgrades

## Strategic Influence & Visibility

- Opportunity to participate in the Engagifii Customer Advisory Board
- Serve as an early beta tester for new products and solutions
- Provide input on product direction and platform enhancements
- Participate in co-branded thought leadership sessions
- Include Engagifii in your conferences and event programming, when appropriate.

## Dedicated Support & Partnership Resources

- Access a dedicated success manager
- Receive co-branded marketing materials and referral tools
- Participate in quarterly strategy meetings to explore joint opportunities
- Collaborate on conference engagement and member outreach initiatives



“The ERPP™ creates a structured partnership that generates recurring non-dues revenue while expanding the value you provide to your members and network.”

# How the ERPP™ Works



## *Enroll*

- Sign a partner agreement.
- Work with our team to align messaging and referral materials.



## *Refer*

- Make warm introductions via email or in person.
- Share across your website, newsletters, and member communications.
- Include Engagifii in relevant events or programming, when appropriate.



## *Earn*

- Earn a percentage of ARR from each referred customer
- Earn ongoing referral revenue on customer renewals
- Choose to apply earnings toward upgrades or receive them as cash.
- Receive regular reporting on referral activity and earnings.

Engagifii manages the sales process, implementation, and customer support. Your role is to make the introduction.

# Referral Rewards Structure



## *New Customer Referrals*

### **12% of Annual Recurring Revenue (ARR)**

When earnings are applied toward Engagifii upgrades or additional solutions

### **8% of Annual Recurring Revenue (ARR)**

When earnings are received as cash or applied to an existing contract



## *Customer Renewals*

### **5% of Annual Recurring Revenue (ARR)**

When renewal earnings are applied toward Engagifii upgrades or additional solutions

### **3% of Annual Recurring Revenue (ARR)**

When renewal earnings are received as cash or applied to an existing contract

Referral revenue continues annually for as long as the referred customer remains active.

# Our Commitment



## **Proven Solutions**

Technology built to support associations and organizations across industries.



## **Dedicated Support**

Access to a success manager and ongoing partnership guidance.



## **Marketing Resources**

Co-branded materials and referral support tools.



## **Sales & Implementation Management**

Engagifii handles demonstrations, sales, onboarding, and support.



## **Thought Leadership Collaboration**

Opportunities for event participation and educational sessions.

# Your Commitment



## **Introductions**

Introduce Engagifii to relevant organizations within your network.



## **Endorsement**

Provide support and credibility when appropriate.



## **Member Communication**

Share referral information through your website and newsletters.



## **Event Inclusion**

Include Engagifii in relevant events or programming, when appropriate.



## **Industry Connections**

Connect Engagifii with peer organizations within your industry or state.

# Sign-Up & Communication

## *Getting Started Is Simple*

- Schedule a meeting or email us for more information.
- Sign the agreement and begin referring organizations to generate recurring revenue.



Schedule a Meeting

[www.engagifii.com/meeting/erpp](http://www.engagifii.com/meeting/erpp)

## *Ongoing communication*

- Receive annual reports and updates.
- Participate in quarterly meetings to discuss program improvements and ensure mutual success.



# Ready to Get Started?

Ready to expand member value and generate recurring non-dues revenue?

## Contact Us

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