Farm Referral Program Checklist

A farm referral program checklist for farms asking happy customers to bring friends. It covers the offer, message, tracking, rewards, and thank-yous to run a simple program.

Farm / unit: _____ Date: _____ By: _____

ITEM	OK	FIX	N/A
Decide what the referral reward is	☐	☐	☐
Write a short, clear offer	☐	☐	☐
Create referral cards or codes	☐	☐	☐
Tell customers at checkout	☐	☐	☐
Track who referred whom	☐	☐	☐
Give rewards promptly	☐	☐	☐
Thank both customers	☐	☐	☐
Check the program rules	☐	☐	☐
Review results each season	☐	☐	☐

NOTES / REPAIRS NEEDED

TIP Mention the program to your best customers in person first, since they are the most likely to refer others.

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