
a story of SUCCESS



Youth Choir of Central Oregon Bend, Ore.

Referral Rewards	\$4,000+
Participants	150 choir members
No. of referrals	Dozens
Program	Refer-a-Friend

RightResponse's exclusive Refer-a-Friend program was a **pitch-perfect way** for the Youth Choir of Central Oregon (YCCO) to raise thousands of dollars – before they sold a single first aid kit!

In its 22nd year, the choir, which features students in grade 1 through high school, had a long history of fundraising. While it was interested in selling first aid kits, it was **more intrigued by making money through referrals.**

YCCO began sharing its Refer-a-Friend number with other choirs at competitions. **As the reward checks started rolling in**, the choir reached out to local teams, schools and other groups.

When a Specialist advised they didn't have to stay local for referrals, parents and choir members **called friends and family around the country** with the referral number.

Within a few months, the choir earned more than \$4,000 in referral rewards! Their referrals included choirs, schools, teams and 4-H groups **from as far away as Indiana and Minnesota.**

Six months later and with \$4,000 in the bank, the choir finally began selling first aid kits.

“We thought Refer-a-Friend would be an easy and stress-free way to raise money. Suddenly, we started getting checks in the mail and everyone said ‘Are you kidding! This is great!’”

– Chris Asher
Executive Director
Youth Choir of Central Oregon

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