



FIRST BOOK REFERRAL PROGRAM

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WHAT IS THE REFERRAL PROGRAM?



The best way to grow our network and reach more kids in need is to activate our powerful community of educators like you! To make referring a friend simple for members of the First Book Network, First Book has built an automated referral program that lives in your account on the First Book Marketplace.

Through this program, members like you can easily refer eligible friends and colleagues to register as a First Book member through a personalized sharing link and receive a reward credit to use towards First Book Marketplace purchases.

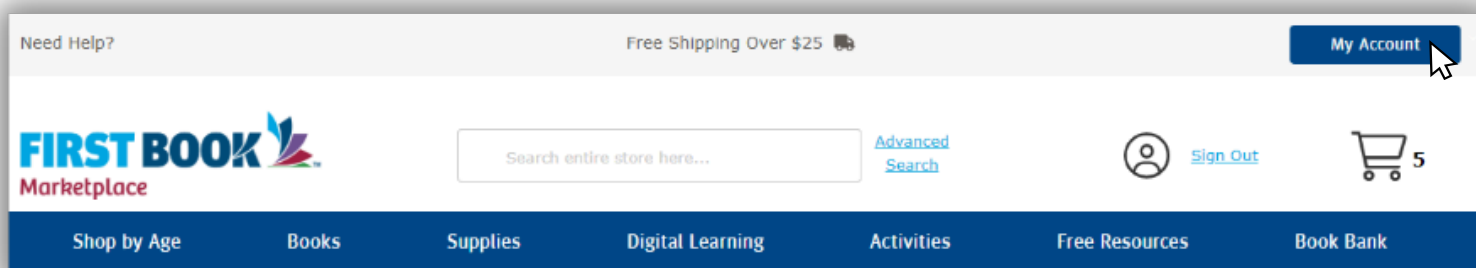
CONDITIONS

- All First Book members are able to refer eligible friends and colleagues.
- For every friend you refer that successfully registers, you will receive a reward credit to use towards a Marketplace purchase.
- Thanks to the generous support from our partners and donors, we will periodically offer registration incentives for new members. Check your email for the most up to date offer details.
- Incentive amounts are subject to change for both existing and new members utilizing the Referral Program.
- In order for a member to receive a reward credit, their friend must be eligible to be a First Book member and complete registration through the member's personalized referral link.
- Reward credits expire 90 days after your most recent reward is earned.
- Reward credits do not apply toward the flat rate shipping fee.

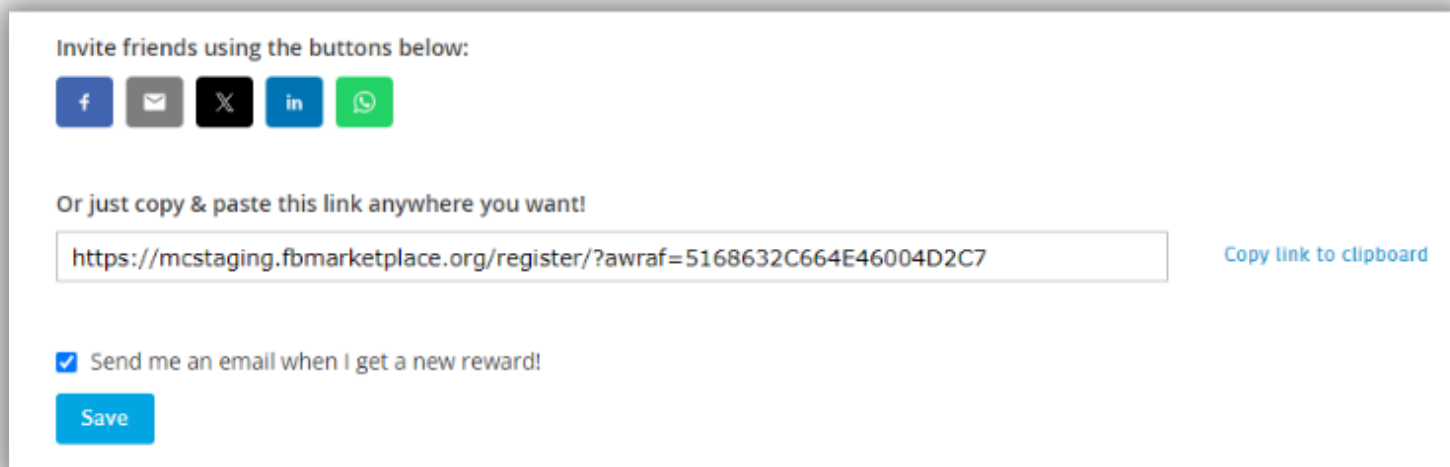
HOW TO USE THE REFERRAL PROGRAM

MAKING A REFERRAL

1. Log into your account on fbmarketplace.org
2. Click on the “My Account” button in the upper right hand corner, and select Referral Program on the left hand side of your account overview



3. Copy and paste your personalized referral link into a message to a friend, social media post, or newsletter and encourage your friends or colleagues to complete registration through this unique link.
4. Make sure to check the “Send me an email when I get a new reward!” box to receive email updates about earned reward credits and expiration reminders for your total balance.



HOW TO USE THE REFERRAL PROGRAM

HOW YOU'LL BE REWARDED

1. Your reward credit will automatically be added to your First Book Marketplace account. Check your **Referral Program** dashboard for your total friends referred, current rewards available balance, and expiration date for your total available reward balance.
2. If you checked the, “Send me an email when I get a new reward!” box when you generated your referral link, you’ll get an email each time a friend or colleague successfully completes registration and you receive your reward credit.

Referral Program

Conditions:
Friend's registration on the site is mandatory to get a **Discount** toward purchase.
For every friend's new registration, you get **\$5.00** off.
You can receive reward credits for successfully referring up to **100** friends per calendar year!
If and when you reach the annual reward limit, you can still use your personalized referral link to encourage friends to register.

Total friends referred	Current reward balance	Expiration date
6	\$5.00	Sep 24, 2024

You've got a reward! Now you can go shopping - it will be applied automatically on a checkout!

Total number of friends referred all-time

Available rewards balance

Expiration date for entire available rewards balance

HOW TO USE THE REFERRAL PROGRAM

REDEEMING REWARD CREDITS

1. Log into your account on fbmarketplace.org
2. Add books and resources your students will love to your cart. There is no minimum cart total necessary to redeem rewards.
3. Go to checkout.
4. Your total available reward balance will automatically be applied to your cart.
5. Reward credits can be combined with other discounts. You can redeem promo codes and gift certificates available to you at this step.
6. Complete the checkout process.

The screenshot shows the First Book Marketplace shopping cart interface. At the top, there is a search bar and navigation links for 'Advanced Search', 'Sign Out', and a shopping cart icon with '5' items. Below the navigation bar, there are category tabs: 'Shop by Age', 'Books', 'Supplies', 'Digital Learning', 'Activities', 'Free Resources', and 'Book Bank'. The main content area is titled 'Shopping Cart' and includes links for 'Apply Promo Code' and 'Gift Certificates'. A table lists the items in the cart:

Item	Price	Qty	Subtotal
For Lamb	\$7.05	5	\$35.25 \$30.25

Additional information for the item includes 'Only 389 left' and 'Referral Discount Applied'. Below the table is a 'Move to Wishlist' link and a trash icon. At the bottom of the cart area is an 'Update Shopping Cart' button. On the right side, a 'Summary' box displays the following details:

Summary	
Subtotal	\$35.25
Referral Discount	-\$5.00
(Flat Rate Shipping (Not Applied to Book Bank))	\$0.00
Tax	\$1.82
Order Total	\$32.07

A green 'Proceed to Checkout' button is located at the bottom of the summary box.

FREQUENTLY ASKED QUESTIONS

WHAT IS A REWARD CREDIT?

A reward credit is a dollar amount credited to a member when their First Book eligible friend successfully completes First Book registration through the member's personalized link. This dollar amount of the incentive offered is subject to change.

HOW LONG DOES IT TAKE TO RECEIVE A REWARD CREDIT?

Your earned reward credit should be reflected in your Referral Program dashboard within an hour of your friend registering and receiving their welcome email from First Book.

WHAT DOES MY FRIEND RECEIVE ONCE THEY HAVE REGISTERED?

Tell your friend to watch their email! Your friend will receive a welcome promo code via email within a few hours of registering.

CAN I USE MULTIPLE REWARD CREDITS TOWARDS ONE FIRST BOOK MARKETPLACE ORDER?

Yes. Your entire reward credit balance will be applied to your cart automatically. However, reward credits do not apply to the flat rate shipping fee.

DO MY REWARD CREDITS EXPIRE?

Yes. Your entire available rewards balance expires 90 days after your most recent reward earned.

FREQUENTLY ASKED QUESTIONS

IS THERE A LIMIT TO HOW MANY REWARD CREDITS I CAN ACCUMULATE?

You can receive reward credits for successfully referring up to 100 friends per calendar year. If and when you reach the annual reward limit, you can still use your personalized referral link to encourage friends to register.

CAN I TRANSFER MY REWARD CREDITS TO A FRIEND'S FIRST BOOK ACCOUNT?

Reward credits are not transferrable to other First Book accounts and are unique to individual accounts.

WHAT HAPPENS IF I USED MY REWARD CREDIT TOWARDS AN ORDER THAT WAS CANCELLED OR INCOMPLETE?

On incomplete orders, members will receive the incomplete portion of their discount restored to their reward credit balance. On fully canceled orders, members will receive the full portion of their discount restored to their reward credit balance. This balance will be restored in your Referral Program dashboard within 3-5 days.

STILL NEED HELP?

Please get in touch with our friendly Member Services team at 1-866-READ-NOW or help@firstbook.org.

WHO CAN BE A FIRST BOOK MEMBER?

DID YOU KNOW?

Every staff member in your school or program is eligible to be a First Book member!

FIRST BOOK MEMBER ELIGIBILITY

There is no limit to the number of educators/practitioners within a given school or program who can sign up with First Book. As long as **you work at a Title I-eligible school or at least 70 percent of the children/teens you serve come from low-income families**, you are eligible to become a First Book Member.



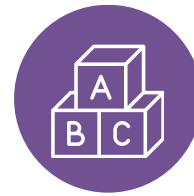
Librarians & Library Staff



Title I Eligible Teachers & Paraprofessionals



Shelter & Healthcare Providers



Early Childhood Educators



Community Program Providers



Faith-Based Program Leaders



After School Program Providers



Military Family Program Staff

TITLE I SCHOOL ELIGIBILITY

Public schools where children from low-income families make up at least 40 percent of enrollment are eligible to use funding through the Title I, Part A Program. Please note, some public schools are eligible for Title I but do not receive Title I funds.