

High adoption is crucial to your success, especially in the early days of your SoapBox program. A great way to encourage adoption is to run a Refer a Friend contest.

Here's an email you can send to existing SoapBox users to introduce them to your Refer a Friend campaign. It includes a message that they can copy and paste into their own emails to their friends.

From: Program Manager

To: Existing SoapBox Members

Subject Line: *Tell all your friends about [SoapBox Name]*

*You already know how awesome **[SoapBox Name]** is. You know what's even more awesome? When all of your friends are on **[SoapBox Name]** with you.*

*We want you to refer **[#]** friends and make **[SoapBox Name]** the place to collaborate on the things that really matter to the company.*

*It's simple. All you've got to do is forward this email to **[#]** friends, and include this message:*

*Hey! I thought you would enjoy **[SoapBox Name]**. It's a place to collaborate with others on the things that really matter to **[Company Name]**.*

*Follow this link [<https://communityname.soapboxhq.com>], and when you sign up, put my name in the 'Who Referred You' field. Then, invite your friends to join **[SoapBox Name]** for your chance to win a prize, too!*

*But don't just stop at **[#]**. Forward this to as many people as you can, because **[enter details of the prize here; e.g. at the end of the contest you'll receive a prize for every 2 employees you refer]**!*

*The more people we get on **[SoapBox Name]** the greater the impact we can have on **[Company Name]**. So get out there and start spreading the word!*

Thanks for your time,

-[Program Manager]