



# Collaborative Cohort Referral Program

Advancing impact through collaboration & connection

## OVERVIEW

### Help Grantmakers Grow Stronger Nonprofits

UpMetrics' Collaborative Cohort program helps grantmakers invest in what really moves the needle: trust, capacity, and connection across their grantee ecosystems.

Offering a structured, high-impact environment where nonprofits can connect, learn, and grow together, our Collaborative Cohort program is designed to support data-driven storytelling, unlock diversified funding, and strengthen the broader nonprofit community towards collective impact.

We're inviting consultants, advisors, and ecosystem builders to refer aligned grantmakers to this powerful program — and earn a referral fee when it leads to a signed cohort.



## WHO THIS IS FOR

This referral program is designed for consultants, advisors, and trusted intermediaries working with:

- Place-based grantmakers looking to deepen support for their grantees
- Nonprofit leaders exploring data and capacity-building solutions
- Ecosystem builders driving systems-level change

Whether you're advising on grantmaking strategies or facilitating cross-sector collaboration, this is a chance to offer even more value to your partners.



## REFERRAL INCENTIVE

Earn 10% of the first-year contract value for each new Cohort sponsor you refer.

Example: If a referred grantmakers signs a \$50,000 cohort contract, the referring partner earns a \$5,000 referral bonus.



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## SUBMITTING A REFERRAL

Referrals can be submitted via a warm email introduction, our [Referral Form](#), or by grantmakers naming you as their reference.

To qualify, the referred organization must not already be in active conversation with UpMetrics.

Once the cohort contract is confirmed and signed by the prospective grantmaker and UpMetrics, payment is made upon receipt of an invoice.

## WAYS TO SHARE

Here are a few easy ways to refer our Collaborative Cohort program:

- Mention the program in client conversations
- Share in your newsletter or email updates
- Post on LinkedIn using co-branded graphics
- Embed in grant proposals or scopes of work
- Send a warm intro or use our referral form

## WHY IT MATTERS

Today's grantmakers want to go beyond the check. Cohorts help them:

- Build trust and alignment with grantees
- Simplify reporting and data collection
- Strengthen nonprofit storytelling and capacity
- Drive collective progress in their communities

And you get to be the matchmaker.

## READY TO JOIN?

Reach out to Vinay Mulick at [vinay@upmetrics.com](mailto:vinay@upmetrics.com) or fill out the [referral form](#) on our website.

Let's help funders and nonprofits do more—together.

**ACCESS THE REFERRAL FORM AT  
[WWW.UPMETRICS.COM/REFERRAL](http://WWW.UPMETRICS.COM/REFERRAL)**