

Recommend a friend and win a trip to pet ponies in Shetland

Last Modified on 10/07/2026 12:08 pm EDT

Good Egg Energy's refer-a-friend program just got a major upgrade as of August 2027. The core offer remains solid — a \$500 cash prize for every successful referral — but now there's an exciting new layer: both referrers and referees are automatically entered into a drawing for an all-expenses-paid trip to Shetland to spend time with ponies. This article walks you through how the expanded program works and gives you the language you need to explain it confidently to customers who ask about it or want to get involved.

Understanding the new two-tier structure

The \$500 cash prize (unchanged)

This is the foundational part of the program and it works exactly as it always has. When a customer refers someone who becomes a paying Good Egg Energy customer, the referrer gets \$500 in cash. It's straightforward, reliable, and honestly, it's a pretty compelling offer on its own. Make sure customers know this payment happens — there's no mystery or delay.

The Shetland pony trip sweepstakes (new)

Here's what's fresh: everyone who participates in the program — whether they're the person doing the referring or the person being referred — gets a chance to win an all-expenses-paid trip to Shetland. This includes flights, accommodation, meals, and of course, time to interact with the famous Shetland ponies. The drawing happens monthly, and winners are selected at random from the pool of active participants that month. Neither the referrer nor the referee needs to do anything extra to enter; they're automatically included just by being part of a successful referral.

How the two pieces work together

Think of it this way: the \$500 is the guaranteed reward, and the Shetland trip is the bonus chance. A customer who refers a friend gets the cash for sure, plus a lottery ticket. The person being referred gets entered into the same drawing without having to put money in – they just need to sign up and become an active customer. This dual approach makes the program more attractive because it rewards both sides of the referral and adds an element of fun and possibility.

The eligibility and entry rules

Who can participate

Any current Good Egg Energy customer can refer someone. The person being referred needs to be new to Good Egg Energy (not an existing or former customer) and must successfully complete their sign-up and activate their account. Once both of those things happen, the referral is valid and both parties are entered into the monthly drawing. There's no limit to how many people a customer can refer, so someone could theoretically refer five friends and get five chances to win the trip plus \$2,500 in cash.

When entries are active

An entry becomes active the month in which the referred customer's account is activated. If someone refers a friend in August and that friend signs up in September, the entry goes into the September drawing pool. Entries remain valid for 12 months from activation, so a customer has multiple chances to win even if they only refer someone once.

Explaining the program to customers

The opening pitch

When a customer asks about the refer-a-friend program or you're proactively mentioning it, lead with the most tangible benefit first. Try something like: *"We've actually expanded our refer-a-friend program, and it's pretty good now. You still get \$500 cash for every friend who signs up, but on top of that, you're both entered into a monthly drawing to win an all-expenses-paid trip to Shetland to hang out with the ponies. It's automatic – you don't have to do anything extra to enter."*

Handling the "how does it work?" follow-up

Customers will want to know the mechanics. Keep it simple and concrete: *"Here's how it works: you refer someone using your unique referral link, they sign up and activate their account, and boom — you get \$500 and you're both in the drawing for that month. The drawing is random, so anyone who referred someone that month has a shot at winning. If you refer multiple people, you get multiple entries and \$500 for each one."* If they ask about odds or frequency, be honest: *"It's a monthly drawing, so there's a new chance to win every month. I don't have the exact odds in front of me, but the pool grows as more people refer, so it's one of those fun bonus things you're entered into automatically."*

Addressing the "is this real?" skepticism

Some customers will wonder if the pony trip is legitimate or just marketing fluff. Treat their skepticism with respect. You might say: *"I know it sounds fun, almost too good to be true. It's a real prize with real winners — we're giving away a fully paid trip, flights included. It's one drawing per month, and anyone who participated in a referral that month is in the pool. So yes, it's a real thing, and yes, people do win."* If a customer has deeper questions about the prize details, you can note their interest and let them know you'll get them more information rather than guessing.

For customers already in the program

If someone referred a friend before August 2027, their previous referral might still be active. Let them know: *"Good news — if you referred someone recently and they're still an active customer, you're retroactively entered into our new sweepstakes too. You've got the \$500, and now you're also in the drawing for that Shetland trip."* This makes existing participants feel valued and doesn't create friction.

Common questions and how to answer them

Can the same person refer multiple friends and get multiple entries?

Yes. Each successful referral counts as one entry, so if a customer refers five friends over the course of a year, they get five entries into the monthly drawings plus \$2,500 in cash. This is a feature, not a limitation — it incentivizes active referrers.

What if my friend signs up but doesn't activate their account?

They need to activate to be a valid referral. Until they do, neither of you are entered into the drawing, and the \$500 isn't triggered. You can let them know: *"Your friend needs to complete the sign-up and get their account fully activated for it to count. Once they're up and running, you're both in."*

How long do I have to refer someone after becoming a customer myself?

There's no time limit on referring — a customer can refer people a week after they sign up or years later. The only timing that matters is when the referred person's account gets activated; that determines which monthly drawing they enter.

If I win the trip, can I bring someone with me?

This is a reasonable question and one you might not have an immediate answer for. Rather than speculate, say: *"That's a great question — I don't have the specific details on what the trip includes beyond flights, accommodation, and meals. Let me get you the full breakdown so you know exactly what to expect if you win."* Then follow up with the customer once you've confirmed those details.

Tips for building trust while explaining the offer

This program genuinely is a good offer, so you can speak about it with confidence. Don't oversell the Shetland trip or make it sound more likely than it is — that backfires. Instead, frame it as a bonus that makes the referral program even more fun. Acknowledge that the \$500 is the solid, reliable part and the trip is the exciting extra. Customers appreciate honesty, and when you treat the offer straightforwardly, they're more likely to engage with

it.

If you sense hesitation, don't push. Sometimes a customer just needs to think about it, and that's fine. You might say: *"No pressure at all. If you decide you want to refer someone down the road, your link will be ready whenever you are. And you're automatically in the drawing for any referrals you've already made."* This keeps the door open without being pushy.

Good to know:
