

Refer a Friend Toolkit

Before you start

You don't need a script. You don't need to be persuasive. You just need to tell someone you know why being part of the Well Society matters to you – honestly, in your own words, whenever the moment feels right.

Everything else is here when you need it.

The link

This takes anyone you send it to straight to the membership page. Where they can read about the Well Society, ask questions, and join in their own time.

[Link to membership](#)

Find your reason

Before you reach out, it's worth spending 30 seconds thinking about this. Not to prepare a speech – just to remind yourself why you're a member. Because that's what people respond to. Not facts. Not figures. You.

Pick whichever of these feels closest:

- *Why did you join in the first place?*
- *Was there a moment when fan ownership really clicked for you?*
- *What would it mean if the Well Society stopped growing?*
- *What have you got out of membership that surprised you?*

One honest answer to any of those will do more than the most polished message we could write for you.

Ready-to-send messages

Use these as they are, or tweak them until they sound like you. Either way works.

By text or WhatsApp

Hello – do you know about the Well Society? It's how Motherwell stays in the hands of the fans rather than being reliant on an external owner. I've been a member for a while and it genuinely means something to me. Worth a look if you care about where the club is headed: www.thewellsociety.uk/motherwell/memberships

Thought of you when I saw this. The Well Society are aiming for 140 new members before 17 May. One for every year since the club was founded. Takes two minutes to join and it makes a real difference. Here's the link: www.thewellsociety.uk/motherwell/memberships

You should join the Well Society. I know I keep saying it – but it's not expensive, it actually matters, and I'll tell you more when I see you. Link here in the meantime: www.thewellsociety.uk/motherwell/memberships

By email

Subject: Two minutes. Genuinely worth it.

I'll keep this short.

The Well Society is the reason Motherwell is still fan-owned. Members like me contribute each month to make sure the club stays in the right hands – not outside investors, not distant shareholders, but supporters who actually care. We have a real say in how things are run, and every new member makes that say louder.

The Society is trying to reach 140 new members by 17 May 2026 – 140 years to the day since the club was founded. I think you should be one of them.

Everything you need is here: www.thewellsociety.uk/motherwell/memberships

Happy to talk about it if you've got questions – just reply to this.

By Facebook

I've been a Well Society member for [X years] and it's something I'm genuinely proud of. It's the reason Motherwell Football Club is fan-owned – and it only stays that way because supporters back it. Right now they're looking for 140 new members by 17 May, to mark 140 years of the club. If you care about where Motherwell is headed, it's worth five minutes of your time.

www.thewellsociety.uk/motherwell/memberships

#WellSociety #OwnItGrowIt

By X

Motherwell Football Club is fan-owned because of the Well Society. They're aiming to recruit 140 new members by 17 May; 140 years since the club was founded. If you're a Well fan who hasn't joined, now's a good time.

www.thewellsociety.uk/motherwell/memberships

#WellSociety #OwnItGrowIt

By Instagram

Fan ownership doesn't happen by itself. It takes people who care enough to back it – month after month, year after year. I'm a Well Society member because I want Motherwell Football Club to stay in the right hands. They're aiming for 140 new members by 17 May. If you've been thinking about it, this is your nudge. Link in bio.

#WellSociety #OwnItGrowIt

In person

The best referrals often happen in the most ordinary moments. Before the match. On the way home. Over a pint. You don't need to make it a big thing – here are a few ways to bring it up naturally:

If they don't know much about the Well Society: *"You know Motherwell is fan-owned, right? The Well Society is how that actually works; it's supporters like us who keep it that way. I'm a member. You should look into it."*

If they know about it but haven't joined: *"What's holding you back? It's not expensive and it genuinely makes a difference. I can send you the link right now if you want."*

If they're not convinced it matters: *"Think about what fan ownership really means; no distant owner, no shareholders with other priorities, just supporters making decisions about a club we love. The Well Society is the reason that's still true at Fir Park. That's worth backing."*

Tell us who you bring in

When your friend joins, register the referral below. You'll both be invited to an exclusive thank-you event at the start of the 2026/27 season – a proper celebration for the people who helped us grow.

[Link to registration form](#)

Any questions

We're easy to reach at members@thewellsociety.uk.

Own It. Grow It.