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**Suggested initial introduction email for managers, recruiter’s and champions.**

**We suggest sending this email to your managers, recruiters and champions as an initial introduction to Care Friends. You can then follow this up with meetings to talk through your plans.**

Hi [insert name],

Employee referrals are proven to be the best way source quality staff who stay longer. Tapping into qualified communities that are usually out of reach is our best way of doing this. Caring people know caring people.

So, we are going to turbocharge our referral scheme by launching Care Friends, a brand new staff referral app for the care sector. We want to reward our staff not job boards that are not delivering.

It's really easy to use - check out this [2 minute video](https://vimeo.com/685265126) on how an employee will share a job with their friends, family, employment networks.

We'll send more details very soon. Thank you in advance for helping us make a success of this important new resource!