

Logo

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[Company Name] Staff   
Referral & Reward Program

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**Caring People know Caring People**

Employee referrals are proven to be the best way to source quality staff with higher retention rates. Our own staff have vast networks of potential employees, and we want to tap into these.

So we are going to turbocharge our employee referral scheme by launching **Care Friends**, a brand-new employee referral and reward app for the Care Sector. Care Friends makes it **super easy** for our staff to share jobs plus **fun** and **rewarding**. We would rather reward our own staff for candidates, than online job boards or agencies.

[**Watch the short intro video**](https://vimeo.com/736026563)

**Become a Care Friends Champion**

Although more information will follow, we want to make sure that this new initiative is launched successfully and that all our employees download the app. To do this, we need some help, particularly at our sites. You have been identified as someone who is well-connected and well-regarded by your colleagues at site and we would like to ask you for your help by becoming a Care Friends Champion for **[insert site/region here].**

As a Care Friends Champion you will be helping employees on launch day with downloading and navigating the app. And going forward, you will be a central point of contact for your site about Care Friends and an advocate for employee referral. To ensure that you can do this, you will be invited to complete some short training and information sessions during work hours.

We understand that this takes extra time, so you will be awarded an extra $XXX in Care Friends points which you will be able to access via the Care Friends app after your first training session.

There will also be further rewards further down the track, but more info will follow.

**Care Friends Launch**

We are launching Care Friends on **[DATE]** which includes a morning tea gathering for all available staff at your site. The Care Friends Champion is a key part of this launch and more info will follow. For now, we want you to **mark this date in your calendar** and **watch the video above**.

Please let your manager know if you are happy to accept this invitation to become a Care Friends champion or if you have some questions or hesitations.

Thank you in advance for helping us make this new initiative a success.