

Logo

Description automatically generated

[Company Name] Staff   
Referral & Reward Program

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To our Managers,

**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.

As mentioned in an earlier email, we are going to turbocharge our 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)

* **Please note that we need your help and have more detail further down this email. Please do read this.**

**How will we reward referrals?**

Just for downloading the app, we will reward staff with **XX** points. Care Friends uses micro-rewards to promote **quality referrals,** so for each step in the recruitment process a referral successfully completes, the referrer gets more points.

**1 point is worth $1!**

|  |  |
| --- | --- |
| Action | Points |
| Download and register for the app | XX |
| Share a job | 1 |
| Your referral applies | XX |
| Your referral has a successful interview | XX |
| Your referral completes their first day on the job | XX |
| BONUS if your referral is NEW to the care sector | XX |
| Your referral reaches XX months of employment | XX |

Once an employee reaches XX points, they can choose to cash in these points and the value of the points will be added to their next pay (minus any applicable taxes or deductions).

**Launch Day: [date]**

**Who will manage referrals?**

Employee referrals will be managed by our central Talent Team. Nothing will change for you in the recruitment process. As always, we will need your support by being available to interview candidates and provide feedback after the job interview as soon as possible. In this candidate scarce market, time is of the essence.

Employee referrals will be managed by a dedicated person at each of our locations. Care Friends comes with its own referral platform, connected to the employee app, that makes managing jobs and referrals a breeze. More info and training for this person will follow.

As we have integrated the Care Friends app with our ATS [ATS NAME], referrals will pop in there as per the normal recruitment process. We just want to reinforce the importance of timely updates to the candidates’ recruitment status, as these updates are now directly linked to the allocation of points to the referring employee via the app.

**Extra rewards!**

We will also use Care Friends to give out rewards that are not referral-related. We call them Bonus Points. For example, our employee-of-the-month reward will now be paid out via Care Friends. To fund this, each department will get a monthly budget of XX points to use for Bonus Points.

We have created the following reward categories for you in the Care Friends portal.

|  |  |
| --- | --- |
| Action | Points |
| Excellent client feedback | xx |
| Going over and above | xx |
| Taking on a last-minute shift | xx |
| Helping a colleague in need | xx |
| Other, up to manager discretion | xx |
| Employee of the month | xx |

Bonus Points are managed by line managers and as such you might require access to the Care Friends manager portal. Although assigning bonus points is quite easy, we do require you to complete some short online training on how to do this. More info to follow.

**How to download the app?**

On launch day, all eligible employees will receive a text message on their personal mobile with a link to the app. Alternatively they can download the app from their app store or scan a QR code that we provide them with. We recommend you download the app as well.

**Who is eligible?**

* All permanent, part-time, casual staff are eligible to refer as long as they are not directly involved in the recruitment process for the job

**Some rules**

* No internal referrals
* The referral must be qualified and eligible for the role
* If a candidate is ineligible, awarded points may be deducted
* The referral must live within a reasonable commutable distance to the job
* Must not have applied for a role with us in the past 6 months
* You can choose to cash-in your points once you reach XX points

You can view all rules from within the app.

**What we need from you**

As mentioned, employee referrals are more likely to be **high quality staff that stay longer**, so it is worth investing in this underutilised source of staff. The more employees register to the app, the more referrals we get.

What we need from you:

* Promote Care Friends during launch day and team meetings
* Help employees download the app where needed
* Use the Bonus Points budget each month
* Walk the talk: download the app yourself!

We will officially launch Care Friends on **[DATE],** which includes the text invite to download the app. We need your help on this day by getting your staff together for a **morning tea** and to introduce them to this new initiative.

If haven’t marked this date in your calendar, please do this now.

* **We also now require you to send out a meeting invite placeholder for this morning tea to your staff.**

Feel free to include the following suggested info in this placeholder:

*Dear team,*

*I am inviting you for a quick get-together to introduce you to a new initiative that will help you get more money in your pocket and helps us get more caring staff like you. More info to follow, however make sure to bring your personal phone to this morning tea!*

*Thanks, YOUR NAME*

Thank you in advance for making a success of this important new resource!